

# AGRIBUSINESS (BUSINESS)

## Description

The University of Nebraska–Lincoln agribusiness program is nationally recognized for its innovation and quality. The program is designed to meet the agribusiness industry's needs for professionals and entrepreneurs who have the educational background to become successful decision-makers in the rapidly changing agribusiness world. Agribusiness students interact with agribusiness professionals through learning and work-related opportunities, both in and out of the classroom.

Majoring in the agribusiness program prepares students for many agribusiness careers, such as:

- Agribusiness Management
- Finance and Lending
- Real Estate Management and Investment
- Commodity Trade and Analysis
- Grain Merchandising
- Market Planning and Analysis
- International Marketing
- Entrepreneurship and New Business Development
- Sales Management
- Information Technology and Analysis
- Production Management
- Food Marketing and Industry Organization

The agribusiness major also prepares students for graduate study in agribusiness, business administration, and agricultural economics.

The agribusiness major is a joint program between the College of Business and the College of Agricultural Sciences and Natural Resources. It prepares students for careers in this dynamic and constantly changing field. It is the first program of its kind in the U.S. and is designed to meet the agribusiness industry's need for employees with training in both business and agriculture.

Agribusiness majors take a blend of courses in business and agriculture that gives the student a balance between the decision-making framework of business and the technical aspects of modern agriculture and food systems. This means emphasis is placed on business and agriculture, making it an attractive degree for agribusiness employers and a very marketable degree for agribusiness students. The program also allows the student to build expertise in their area of interest by taking College of Agricultural Sciences and Natural Resources courses in a specific area.

## Admission

### Major/Department Admission

Admission requirements for all majors in the College are the same as those for university admission as noted under the University of Nebraska–Lincoln General Admission Requirements.

## Other

- The program requires and enforces that specific prerequisite requirements be completed by the first class meeting. Concurrent registration in a class that is a prerequisite for another class is NOT allowed. Transfer credit assumes that the prerequisites have been

transferred to the University of Nebraska–Lincoln and appear on the transcript.

- For the International Business Course Requirement (IBCR), most agribusiness majors will take MRKT 453 International Marketing (providing 6 hours of marketing are done), counting it to fulfill both the IBCR and one of the 300/400-level requirements for the college ELECTIVES requirement. However, for students interested in other areas, the other IBCR courses will work as well.
- Students should refer to the Non-Business Requirement (NBR) section for options to complete coursework to double count for NBR 3–ACE 4 and/or NBR 6–ACE 9 requirements as well as coursework for the major. Please work closely with an advisor.
- 12 hours of ELECTIVES for the College (beyond the major) must be done at 300/400-level.
- If coursework for the agribusiness major (BCA-M) **exceeds** 21 hours at the 300/400-level, a student may appeal (see an advisor in the BASE office) to double count the additional hours toward the 300/400-level requirement.
- This double counting option will work as long as these hours have not already been double counted as part of the major and NBR requirements.
- 60 hours of business coursework must be completed for the degree. Given the unique nature of the agribusiness major and program, required coursework for the degree, as well as coursework for the major, is considered to be business related and thus counted toward meeting this college requirement.
- In all instances of double counting, the course will count for 3 hours of credit. Students must still meet the minimum 120 hour requirement of coursework to graduate.

## COLLEGE REQUIREMENTS

### College Admission

The entrance requirements for the College of Business (CoB) are the same as the University of Nebraska–Lincoln General Admission Requirements.

### Admission Deficiencies/Removal of Deficiencies

Students admitted to the College of Business with core course deficiencies are advised to remove these deficiencies as soon as possible.

College-level coursework taken to remove deficiencies MAY NOT be used to meet degree requirements in the College.

### Honors Program

#### Nebraska Business Honors Academy

The Nebraska Business Honors Academy is a unique cohort-based program for high-ability students with demonstrated leadership potential. The goal of the Academy is to develop critical thinking, problem-solving, and communications skills to prepare graduates to be strategic decision-makers and innovators. The Academy combines a rigorous curriculum (including approximately 40 credit hours of cohort-based courses) with leadership training, co-curricular activities, and corporate involvement. Nebraska Business Honors Academy requirements differ from those listed in the catalog. Students work closely with the Academy's advisors on appropriate sequencing and enrollment in Academy-specific requirements.

### Jeffrey S. Raikes School of Computer Science and Management

The purpose of the Jeffrey S. Raikes School of Computer Science and Management is to produce unique graduates who combine business knowledge and computing fundamentals for enterprise information and software systems. Graduates will be professionals who understand the multiple levels of new information systems and who become the technology sector's innovators, product developers, entrepreneurs, chief information officers, and CEOs. Students interested in learning more about the Jeffrey S. Raikes School of Computer Science and Management program and curriculum requirements (which may differ from those listed here) are encouraged to call 402-472-6000 or visit the Jeffrey S. Raikes program website (<https://raikes.unl.edu/>). Students may also reference the Jeffrey S. Raikes School of Computer Science and Management catalog section under Academic Programs and Policies.

## College Degree Requirements

### Overview of College Degree Requirements

The curriculum requirements for the College consist of coursework in three areas. All coursework (except electives and where otherwise noted) must be taken for a grade.

#### 1. Non-Business Requirements (NBR)

- Consist primarily of College and University ACE (Achievement-Centered Education) coursework

#### 2. Business Core

- Foundation (BCF), (includes ACE 6)
- Intermediate (BCI), (includes ACE 8)
- Advanced-Major (BCA-M)
- Advanced-Capstone (BCA-C), (ACE 10)

#### 3. Electives

### Non-Business Requirements (NBR)

(Most of the ACE requirements)

Eight Courses (normally 24-26 hours)

All students in the College of Business will take the following non-business courses (unless otherwise noted).

- While NBR 1, 2, 7, and 8 identify specific ACE options to choose from or identify an ACE course specifically required for the College, NBR 3, 4, 5, and 6 allow students to select courses according to their personal interests (and meet ACE 4, 5, 7, and 9).
- Most students will take coursework to fulfill these requirements during the freshman/sophomore year. However, if hours are still needed during the junior/senior year, there may also be options to 'double count' coursework for NBR 3 (ACE 4) and/or NBR 6 (ACE 9) toward the major (BCA-M) or a minor. This is likely to be of most benefit to 'transfer-in students' due to the nature of the program and when ACE requirements are traditionally taken.

All coursework for NBR must be taken for a grade.

#### NBR 1: Written Communication (ACE 1)

Choose ONE of the following:

ENGL 150 Writing and Inquiry

ENGL 151 Writing and Argument

Students should refer to the course descriptions to select the **one** course best suited to individual interests. While several communication courses may be selected to fulfill the University ACE 1 outcome, **one** of the above is a specific requirement for the College of Business and will fulfill both requirements with one course. ENGL 150 and ENGL 151 are primarily restricted to first- and second-year students. Upperclass students who have not completed one of these options should take ENGL 254 Writing and Communities as a substitute.

#### NBR 2: Mathematical, Computational, Statistical or Formal Reasoning Skills (ACE 3)

Choose ONE of the following:

MATH 104 Applied Calculus

MATH 106 Calculus I

Any advanced calculus course above the 106 level

Notes regarding the selection of coursework for NBR 2 (ACE 3):

- **Credit cannot be given for both MATH 104 and MATH 106.** Students must determine the appropriate course early in their program.
- A first-semester student's score on the Math Placement Exam will determine eligibility for MATH 104 or MATH 106. The student should select between these classes based on the following sets of circumstances:
  - Actuarial science majors **MUST** take MATH 106 (or a higher-level calculus).
  - Actuarial science majors will also take MATH 107 Calculus II and MATH 208 Calculus III and either CSCE 101 Fundamentals of Computer Science and CSCE 101L Fundamentals of Computing Laboratory or CSCE 155A Computer Science I.
  - Raikes students **MUST** take MATH 106 and MATH 107 (or a higher-level calculus).
  - MATH 106 (or higher calculus) is **strongly encouraged** for those students majoring in accounting, majoring in finance, majoring in economics, or considering graduate school.
  - While several courses may be selected to fulfill the University ACE 3 outcome, one of the above is a specific requirement for the College of Business and will fulfill both requirements with one course.
  - Freshman students who place below MATH 104 on the Math Placement Exam may want to consider summer school in order to maintain their sequence of courses.

#### Math Placement Exam (MPE)

Students admitted to the College of Business are required to take a Math Placement Exam prior to enrolling in the college math requirement of MATH 104 or MATH 106 (or higher math).

- The results of this examination determine which math course students will enroll in their first semester on campus.
- The Math Placement Exam may be retaken if a student feels that they are able to test into a higher level course.
- Students lacking sufficient high school preparation in math may need to enroll in equivalent high school preparatory courses, as will be determined by the MPE.
- Preparatory courses should be taken as soon as possible to avoid future sequencing problems.

- Additional information about the exam can be found on the Math Placement website (<http://www.math.unl.edu/resources/undergraduate/mpe/>).

Whether required to enroll in preparation coursework first, as indicated on the MPE (MATH 100A Intermediate Algebra, MATH 101 College Algebra and/or MATH 103 College Algebra and Trigonometry), or in one of the required courses, it is critical to begin math the first semester on campus.

### **NBR 3: The Study of Scientific Methods and Knowledge of the Natural and Physical World (ACE 4)**

*Choose one course from ACE 4 Certified Courses. (Course credit will vary between 3-4 credit hours.)*

- Agribusiness majors – NBR 3 (ACE 4) – AGRI 115 Biotechnology: Food, Health and Environment; PLAS 100 Plants, Landscapes, & the Environment; PLAS 131 Plant Science; ENTO 115 Insect Biology; AGST 109 Physical Principles in Agriculture and Life Sciences; NRES 108 Earth's Natural Resource Systems Laboratory; PLPT 110 Fantastic Fungi - The Fatal and the Friendly may be taken to fulfill the science requirement (NBR 3–ACE 4) as well as a requirement for the major (BCA-M).

### **NBR 4: Study of Humanities (ACE 5)**

*Choose one course from ACE 5 Certified Courses.*

- International business majors – NBR 4 (ACE 5) – FREN 301 Survey of French Literature, FREN 302 Themes in French Literature, RUSS 301 Russian Cultural Studies, RUSS 302 Studies in Russian Culture and Film, RUSS 482 Russian Literature in Translation, RUSS 483 Russian Secular and Political Folklore, SPAN 305 The Analysis of Communication in Spanish, SPAN 314 Ecological Imagination in Hispanic Culture, SPAN 315 Gender and Sexuality in Hispanic Culture, SPAN 331 War and Human Rights in Latin America may be taken to fulfill NBR 4–ACE 5 as well as a requirement for a language minor or toward the major language requirement.

### **NBR 5: Study of the Arts to Understand Their Context (ACE 7)**

*Choose one course from ACE 7 Certified Courses.*

### **NBR 6: Global Awareness or Knowledge of Human Diversity Through Analysis of an Issue (ACE 9)**

*Choose one course from ACE 9 Certified Courses.*

Students enrolling for their first semester with junior standing (or more) will see that the list of approved courses includes a few business courses. While this section is labeled “non-business requirements,” students may elect to enroll in one of the business courses to fulfill the ACE 9 requirement as long as prerequisites are completed (which are generally reserved for juniors or seniors). Work closely with your advisor and bring this to their attention to question how this course may potentially satisfy other degree program requirements, including in major.

The options include:

- Actuarial science majors – must complete an International Business Course as part of the degree requirements. Actuarial science majors may choose to take ECON 321 Introduction to International Economics to fulfill the IBCR as well as the global awareness requirement (NBR 6–ACE 9).
- Agribusiness majors – AECN 220 International Agricultural Trade, AECN 346 World Food Economics, AECN 367 Agricultural

Development in Developing Countries, AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, AGRI 282 Introduction to Global Agricultural and Natural Resources Issues, ENSC 110 Energy in Perspective, or PLAS 200 Landscape and Environmental Appreciation may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major.

- Business administration majors – ECON 321 or MNGT 414 International Management may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 and MNGT 414 are also IBCR course options.)
- Economics majors – ECON 321 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 is also an IBCR option).
- International business majors – BSAD 320 Global Issues, BSAD 420 Global Leadership and the Culture Map, ECON 321 or MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may fill a requirement for the major. (They are also IBCR options.)
- Management majors – MNGT 365 Managing Diversity in Organizations or MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may be able to fulfill a requirement for the major/minor depending on the option selected. (MNGT 414 is also an IBCR option.)
- Supply chain management majors – ECON 321 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a directed elective for the major. (ECON 321 is also an IBCR option).
- An alternative to the above options is allowance of the course to count for NBR 6–ACE 9 and the associated minor—but only one or the other (major OR minor).

In any of the above instances where double counting is an option, only 3 hours of credit are awarded; students will still need to meet the 120 hours for graduation. Any course that is used for both an ACE requirement and a first major requirement is not allowed to be used towards the completion of the 300/400 upper-level requirement.

### **NBR 7: Business Communication (ACE 1)**

BSAD 220 Business Writing

This is a business writing course that requires sophomore standing and ENGL 150 or ENGL 151 as prerequisites. While it is also an ACE 1 course, as is ENGL, **BOTH** are specific requirements for the College of Business.

### **NBR 8: Oral Communication Skills (ACE 2)**

*Choose one course from:*

MRKT 257 Sales Communication

COMM 286 Business and Professional Communication

- Due to the importance of this requirement to the business curriculum, the College recommends taking this course on campus.
- While several other courses may be selected to fulfill the University ACE 2 requirement, COMM 286 or MRKT 257 is a specific requirement for the College of Business.

**NOTE:** In the selection of coursework for any of the above NBR's, the term *prerequisite*, when stated anywhere in this catalog, means coursework

that MUST BE COMPLETED to enroll in the class. Concurrent enrollment in any identified prerequisite(s) is NOT permitted unless so indicated in the course description.

## **Business Core – Four Sections (approximately 62-74 hours)**

- Business Core Foundation (BCF) – 18 hours
- Business Core Intermediate (BCI) – 18 hours
- Business Core Advanced–Major (BCA-M) – Hours vary from 21-33 hrs
- Business Core Advanced–Capstone (BCA-C) – 3 hours + 0 hour assessment

The foundation and intermediate courses are designed to expose students to the various business disciplines. The advanced courses are those courses identified for each of the eleven majors, and the capstone course is taken in the final semester of the program. All coursework for the Business Core (except where noted differently) must be taken for a grade.

### **Professional Enhancement Program (PrEP) (4 hours)**

Designed to develop confident, professional, and polished business students positioned for lifelong career success, the PrEP program consists of four required 1-hour courses. These courses are labeled BSAD 111 PrEP I, Investing in Strengths; BSAD 222 PrEP II, Career Development and Planning; BSAD 333 PrEP III, Internship and Job Search Strategies; BSAD 444 PrEP IV, Professional and Life Skills, and are offered across the four-year curriculum as part of the Business Core requirements.

### **Business Core Foundation (BCF) – Nine Courses (18 hours)**

All students in the College of Business will take the following courses (unless otherwise noted).

All coursework (except BSAD 50, BSAD 111, and BSAD 222) must be taken for a grade. Raikes students are exempted from these courses.

#### **BCF 1 – BSAD 111 PrEP I, Investing in Strengths**

- BSAD 111
  - 1-credit-hour course (*offered Pass/No Pass only*).
  - Required of all new freshmen.
  - Taken as a freshman (*preferably first semester*).
- BSAD 111S
  - 0-credit-hour course, available exclusively to transfer students (*offered Pass/No Pass only*).
  - Required of all on- and off-campus transfer students.
  - Taken as soon as possible upon transfer into the college (*preferably first semester*).

#### **BCF 2 – BSAD 50 Business Computer Applications**

- 0-credit-hour course (*offered Pass/No Pass only*).
- Offered twice per semester and should generally be taken in the **FIRST seven weeks of semester two**. It is a prerequisite for ECON 215, which is normally taken in the fall of the second year.
- Required basic-skills computer course that uses Microsoft Access, Word, PowerPoint, and Excel.

#### **BCF 3 – SCMA 250 Spreadsheet Analytics**

- 1-credit-hour course.
- ECON 215 Statistics is a prerequisite or may be taken concurrently.

#### **BCF 4 – ACCT 201 Introductory Accounting I and ACCT 202 Introductory Accounting II**

- ACCT 201
  - Sequential; take ACCT 201 first.
  - Prerequisite: 2.5 cumulative GPA; sophomore standing, (or freshman standing, with 14 credit hours of college credit and MATH 104 or MATH 106 with a grade of C or better).
- ACCT 202
  - Sequential; take ACCT 202 following completion of ACCT 201.
  - Prerequisite: 2.5 cumulative GPA; Sophomore standing, (or freshman standing with 14 hours of University of Nebraska-Lincoln credit and MATH 104 or MATH 106 with a grade of C or better); ACCT 201 with a grade of C or better.
  - Grade of C or better in prerequisites is normally required for accounting courses.

#### **BCF 5 – ECON 211 Principles of Macroeconomics and ECON 212 Principles of Microeconomics (ACE 6)**

- Not sequential.
- Prerequisite: Completion of 12 hours of college coursework.

#### **BCF 6 – ECON 215 Statistics (ACE 3)**

- Prerequisites: Sophomore standing; MATH 104 or MATH 106; BSAD 50; and a 2.5 GPA.
- Must take ECON 215 (not STAT 218 Introduction to Statistics nor EDPS 459 Statistical Methods nor CRIM 300 Applied Statistics and Data Processing in the Public Sector nor SOCI 206 Introduction to Social Statistics).
- Actuarial science majors MUST take STAT 380 Statistics and Applications instead of ECON 215; will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference.
- Economics majors or minors can take STAT 380 instead of ECON 215.

#### **BCF 7 – BSAD 222 PrEP II, Career Development and Planning**

- 1-credit-hour course (*offered Pass/No Pass only*).
- Prerequisites: Major in College of Business; sophomore standing; and a 2.5 GPA.
- Taken as a sophomore.

#### **Business Core Intermediate (BCI) – Six Courses (18 hours)**

- Prerequisites for the BCI courses include MATH (NBR2), ACCT 201, ACCT 202, ECON 211, ECON 212, ECON 215, BSAD 220, and a 2.5 GPA.
- Required of all business students regardless of major (except where noted under individual courses).
- Enrollment in BCI normally occurs during the sophomore and junior years.
- All coursework must be taken for a grade.
- Sequence with the following recommendations/restrictions:
  - Plan complete sequence of intentions to take BCI (and necessary prerequisites) to remain on schedule for graduation.
  - Enroll in courses most applicable to your major as soon as possible, particularly MRKT, FINA, and SCMA, to stay on sequence for major.

- There are exceptions to these requirements for specific majors (ABUS, ACCT, MRKT, and ACTS). Please note those exceptions.
- If transferring, a maximum of 3 hours may apply, with further restrictions on applicability, to not exceed the 15-hour limitation. For details on transfer rules, see Transfer Credit Restrictions under Course Exclusions and Restrictions.
- See the links for each course to know the specific prerequisites and course descriptions.

#### **BCI 1 – BLAW 371 Legal Environment or BLAW 372 Business Law I (ACE 8)**

- Accounting majors must take BLAW 372.

#### **BCI 2 – SCMA 350 Business Analytics/Information Analysis or in certain cases MRKT 350 Marketing Analytics**

- Marketing and agribusiness majors may choose to take MRKT 350, which carries an additional prerequisite of MRKT 341.
- Students must complete SCMA 250 prior to taking SCMA 350.

#### **BCI 3 – FINA 361 Finance**

- Actuarial science majors will take FINA 461 Advanced Finance to meet this requirement.
- Grade of C or better in this course is a requirement for a number of finance courses that follow.

#### **BCI 4 – MRKT 341 Marketing**

#### **BCI 5 – SCMA 331 Operations and Supply Chain Management**

#### **BCI 6 – MNGT 301 Introduction to Management**

#### **Professional Enhancement Program – Upper level**

#### **PrEP – BSAD 333 PrEP III, Internship and Job Search Strategies**

- 1-credit-hour course (*offered Pass/No Pass only*).
- Prerequisites: Major in College of Business; BSAD 222; and a 2.5 GPA.
- Taken second semester of sophomore year or junior year.

#### **PrEP – BSAD 444 PrEP IV, Professional and Life Skills**

- 1-credit-hour course (*offered Pass/No Pass only*).
- Prerequisites: Major in College of Business; senior standing or by permission; and a 2.5 GPA.
- Taken first or second semester of senior year.

#### **Business Core Advanced-Major (BCA-M) – (21-33 hours)**

- Coursework for the major requires completion of specific, required courses of the department, along with other guidelines.
- Refer to the Major page for a listing of requirements.
- Careful and advanced planning is necessary, as some courses for the major may not necessarily be available every semester and classes for the major are limited in the summer sessions.
- ALL coursework for the major must be taken for a grade (students may not take classes Pass/No Pass).
- Students may be able to take their International Business Course Requirement (IBCR) as part of their major.
- Although a 2.5 GPA may not be required to take these courses, a 2.5 is required to apply for graduation; thus, students are expected to maintain this level throughout their collegiate career.
- Sequencing of classes is critical; plan the major courses well in advance of enrollment. Visit with an academic advisor for assistance planning critical class sequencing.

- By this point in time, the curriculum was designed for ACE (except ACE 10) to have been completed through other coursework. If missing an ACE 4 or 9, there may be options through the major to fulfill both requirements.
- A maximum of 3 hours of coursework may transfer if the 15-hour limitation has not been exceeded. Further restrictions may apply.

#### **Business Core Advanced-Capstone (BCA-C) – Two Courses (3 hours)**

##### **BCA-C 1 – MNGT 475 Business Strategies (ACE 10)**

- Reserved for graduating seniors, this course requires the Business Core Foundation (BCF) and Intermediate (BCI) coursework to be completed for enrollment. BLAW 371 or BLAW 372 may be completed concurrently. Actuarial students may take FINA 461 concurrently with MNGT 475.
- A capstone course integrating business concepts covered throughout the program.
- Course MUST be taken at the University of Nebraska—Lincoln and taken for a grade (not Pass/No Pass).

##### **BCA-C 2 – BSAD 98 Senior Assessment**

- A 0-credit-hour seminar required of ALL business graduating seniors.
- Taught via Canvas—all components must be completed to a satisfactory level to graduate.

#### **Electives – Hours vary to meet 120 hour minimum to graduate**

Electives round out the rest of the 120 hour curriculum. Students have the option to choose courses toward a second major, a dual degree, a minor (or two); or students can simply select courses of personal interest.

- Some hours may need to be additional business coursework (to meet the requirement that 60 hours of coursework be in business). This requirement will vary by major.
- There may be a need to enroll in an international business course requirement (IBCR) if not taken as part of the major or for the business elective(s) requirement.
- A minimum of 12 hours of 300/400 upper-level coursework beyond the business core is required for most majors to ensure depth is achieved through enrollment in elective hours. See 300/400-level Elective Requirement below for additional information.
- If not completed through the other area requirements, any remaining ACE requirements will need to be completed as required electives.
- In a 21-hour major (BCA-M), students will average 31 hours of elective credit; second major options and/or minors may be appropriate to consider for elective hours.

#### **Other Requirements**

##### **International Business Course Requirement (IBCR)**

- The international business course requirement (IBCR) broadens the student's international perspective.
- Each student, excluding accounting majors, must include one course which emphasizes an international business perspective.

- Actuarial science majors are encouraged to take FINA 450 if they have not met this requirement with completion of NBR 6 – ACE 9 with ECON 321 or MNGT 414.
- The IBCR must be taken for a grade.

The course must be chosen from the following approved list of International Business Course Requirement (IBCR) courses. Many of these courses have prerequisites. Some are restricted for education abroad and others may only be offered once a year. Thus, students are advised to plan ahead in scheduling this requirement into their programs.

#### IBCR Courses

BSAD 491 International Studies in Business and Economics (1-15 hrs)

- Available only to students studying abroad for which there is no University of Nebraska–Lincoln equivalent course.
- Available also for the Senshu, Japan, CIMBA Italy, and for the China Education Abroad Programs.
- Senshu program students may apply 3 hours towards electives in the FINA, MNGT, or MRKT major; 6 hours are applicable for BSAD or IBUS major/minor.
- BSAD 491 credit from any other study abroad program should be based on course topics directly associated with a specific major in MNGT, MRKT, or FINA and may need department consent to be used in the major. Students should visit with an academic advisor for assistance.

BSAD 320 Global Issues

BSAD 420 Global Leadership and the Culture Map

ECON 321 (*If not completed at this point, ECON 321 may double count for ACE 9.*)

ECON 421 International Trade

ECON 422 International Finance

ECON 423 Economics of the Less Developed Countries

ECON 440 Regional Development

ECON 466 Pro-seminar in International Relations & ECON 467 Pro-seminar in International Relations II (*Credit option for students participating in the Nebraska at Oxford Program.*)

FINA 450 International Financial Management

MNGT 414 (*If not completed at this point, MNGT 414 may double count for ACE 9.*)

MRKT 491 International Studies in Business & Marketing

MRKT 453 International Marketing

SCMA 439 Global Sourcing and Distribution

SCMA 459 Global Information Systems

If planned carefully, the IBCR course may count in two places. It is not an extra 3 hours of credit, but rather, is 3 hours embedded within other requirements. If selected carefully, it can also count for 3 hours of credit in the major (i.e., MRKT 453 International Marketing counts for a MRKT elective in the MRKT major and also counts for the IBCR; FINA 450 International Financial Management counts for a FINA elective in the FINA major (general option) and fulfills the IBCR as well). On the other

hand, if coursework for the major is already determined by personal choices or requirements, the IBCR may count in electives, and more specifically, for one of the 'business' electives needed for most majors. If not planned carefully this requirement may mean that the student will need to take an additional 3 hours of credit.

#### 300/400 Upper-level Requirement

As part of the degree requirements, all students must complete a certain number of 300/400-level courses. Most of these courses will be completed in the Business Core but some majors will require additional hours from outside of the Business Core. With a "standard" 21-hour major, 12 additional hours will be required. Normally, if a major is larger than 21 hours, the number of additional upper-level courses is reduced. This requirement can be met by business or non-business coursework.

Business coursework from the Business Core Intermediate (BCI), Business Core Advanced-Major (FIRST Major) or Business Core Advanced-Capstone may NOT be used to fulfill this requirement with exceptions noted below:

- If more than 21 hours of coursework for the major are taken at the 300/400 level, and of those hours, coursework is not being double counted toward the NBR and major, then the additional 300/400-level hours can be used to fulfill the 300/400-level requirement. Students will need to consult their Degree Audit to determine how the requirements are applied.
- Business administration majors and business and law majors will complete a 24-hour major and only need to complete 9 upper-level hours.
- Finance majors will take between 24 and 27 hours for their major; consult the major section in this document or the Degree Audit to determine how many hours will double count for this requirement. This will depend on which option is selected for the major.
- Actuarial science majors, agribusiness majors, supply chain management majors, and Raikes students do not need to meet this requirement due to the additional hours at the 300/400 level required for the major/program.
- Business Core Advanced-Major coursework used for a SECOND major (if selected), or upper-level graded coursework selected for a minor, MAY count.
- Coursework that is part of the Non-business Requirement (NBR) taken at the 300/400 level may be double counted to fulfill this requirement, if it is not being used to double count for the first major.
- No course may be taken on a Pass/No Pass basis unless it is a business course numbered 395/398/399. Only 3 hours of 395/398/399 credit is allowed for this requirement.
- Students generally fulfill this requirement through their electives, but there may be a few upper-class students who may fulfill the requirement with the ACE course requirements.

#### Business Course/Business Elective Hours

At a minimum, 60 hours of business courses are required for the BSBA degree.

The required hours WILL VARY BY MAJOR, dependent on how requirements have been accepted and/or completed throughout the previous components of the program. While **GENERAL MINIMUM** guidelines by major are noted below, the Degree Audit will specify *minimum business* credit hour expectations for each student. Students

will generally see this addressed under the ELECTIVE section (BUSINESS ELECTIVES) on the Degree Audit.

- Accounting, economics, management, and marketing majors – 3 hours of business electives.
- Business administration majors – no additional business coursework, as the major consists of 24 hours of business coursework.
- Actuarial science majors – no additional business coursework, as the major consists of 28 hours of business coursework.
- Finance majors – no additional business coursework, as the major consists of 24-27 hours of business coursework.
- Supply chain management majors – no additional business coursework, as the major consists of 33 hours of business coursework.
- Agribusiness, Business & Law, and Raikes majors – no additional business coursework required due to intent of major as being 'business-related' coursework.
- Additional hours may be required if there is a variation in hours for NBR, BCF, BCI or BCA, or if there is a violation of transfer limits, the 15 hour rule, etc.

## Experiential Learning Requirement

All undergraduates in the College of Business must complete an Experiential Learning designated course or experience (which may include 0-credit courses designated to document co-curricular activities recognized as experiential learning) beginning with the 2022-23 Undergraduate Catalog.

## Foreign Languages/Language Requirement

Other than meeting the minimum requirement for admission to the University, the College does not require any additional work in foreign [languages, except for IBUS majors. IBUS majors must complete the equivalent of 8 hours of a foreign language while in college.](#) However, students are encouraged to take language courses.

## Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation; more may be necessary if specific degree requirements have not yet been completed.

## Grade Rules

### C- and D Grades

While students may earn grades of C- or D, there are restrictions and recommendations for such grades and further enrollment options:

- A grade of C or higher is expected in prerequisite courses to enroll in ACCT courses.
- A grade of C or higher is required in FINA 361 in order to take most upper-level FINA courses.
- A grade of C or higher is required in other departmental higher-level sequencing courses (i.e., MATH 101 to take MATH 104, etc.). See course descriptions to determine enrollment restrictions.
- Minimum 2.5 cumulative GPA is required to enroll in many business courses, including ACCT 201, ACCT 202, BLAW 371, BLAW 372, ECON 215, FINA 361, MNGT 301, MNGT 475, MRKT 341, MRKT 350, SCMA 331, SCMA 350.

- Grades of C- or lower may be replaced in the calculation of GPA by retaking the course at the University of Nebraska–Lincoln or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska system.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

## Pass/No Pass

The Pass/No Pass option is designed for students who want to study areas or topics in which they may have minimum preparation. If used for this purpose, the option can enrich the student's academic experience without lowering the student's grade point average. Several restrictions apply when considering the Pass/No Pass option:

- BSAD 111, BSAD 222, BSAD 333, BSAD 444, BSAD 50, and BSAD 98 are offered only as Pass/No Pass. All are required.
- Students may apply no more than 6 hours of elective credit using the Pass/No Pass option (excludes BSAD 111, BSAD 222, BSAD 333, BSAD 444).
- **No** student enrolled in **any** college at the University of Nebraska–Lincoln may take business courses in the College of Business using the Pass/No Pass option.
- College of Business students may **NOT** take coursework to satisfy ACE requirements, the International Business Course Requirement (IBCR), nor any required business coursework, including in the major and minor, using the Pass/No Pass option.
- Students majoring in actuarial science through the College of Business may **NOT** take any math, actuarial science, or required courses using the Pass/No Pass option.
- Students taking courses to fulfill the requirements of a minor in an area of study outside the College of Business are subject to College rules restricting use of the Pass/No Pass option if courses in the minor are used to meet ACE or any college-specific requirements.
- Students seeking any minor outside the College should verify rules applying to minimum grade expectations and Pass/No Pass options with the advisor for their minor, as additional restrictions may apply and often vary.
- Students from UNO/UNK/UNMC and from other institutions are subject to the same restrictions listed here for University of Nebraska–Lincoln students.

**Exceptions to the above rules are limited to the following and no other exceptions will be made.**

- An independent study or an internship course (395, 398, 399) may be taken in the College of Business using the Pass/No Pass option with the permission of the instructor and the department chair, but College of Business students who qualify for this exception may use the independent study or an internship course (395, 398, 399) **only** as elective credit.
- Advanced Placement grades of P and Credit By Exam grades of P will be accepted to fulfill degree requirements. These hours will not count against the 6-hour-maximum hours permitted.
- Students who travel abroad and return with "credit" rather than grades from the institution where they studied may use P grades to fulfill degree requirements. These hours will not count against the 6-hour maximum number of hours permitted.

## GPA Requirements

A 2.5 cumulative grade point average is required to apply for graduation, as well as a requirement for enrollment in ACCT 201 and ACCT 202, ECON 215, BLAW 371 and BLAW 372, FINA 361, SCMA 331, MNGT 301, MNGT 475, SCMA 350 or MRKT 350, and MRKT 341. Some upper-level courses in some majors will also require a 2.5 cumulative GPA. In some instances, a specific grade is required in certain courses to continue with upper-level coursework.

## Transfer Credit Rules

For detailed information on transfer credit rules, see Transfer Credit Restrictions under Course Exclusions and Restrictions.

## Residency

At least 30 of the last 36 hours of credit must be registered for and completed in residence at the University of Nebraska–Lincoln.

Students electing to study abroad in their final semester are exempted for the hours earned abroad, but no additional hours may be transferred in the last 36 hours. This exemption requires filing a written appeal in the Business Advising and Student Engagement Office (Hawks Hall 125).

## ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at the Achievement-Centered Education website (<https://ace.unl.edu/>). MyRED may also be used to search for currently offered ACE classes.

### ACE Achievement-Centered Education—Ten Courses (normally 30 hours)

This is the university's innovative, outcomes-focused general education component designed to enhance the undergraduate experience by providing broad exposure to multiple disciplines, complementing the major, and helping students develop important reasoning, inquiry, and civic capacities.

Important rules to remember when selecting coursework to meet this requirement:

- There are 10 ACE Student Learning Outcomes (SLOs). At least one course, equivalent to 3 credit hours, must be taken for each of the 10 SLOs.
- Up to three ACE SLOs from ACE 4–10 may be satisfied by work in one subject area.
- ACE SLOs must be satisfied by work in at least three subject areas.
- No ACE course may satisfy more than one ACE SLO in a student's program.
- If an ACE course addresses two ACE SLOs, the student decides which one of the two outcomes the course will satisfy in that student's program. (The Degree Audit will make an automatic decision based on first course taken, first SLO needed.)
- As part of the College requirements of non-business and business courses, many courses will also work for ACE. Students should carefully review required coursework with ACE options to make the best use of courses to fulfill both degree requirements as well as University of Nebraska–Lincoln ACE requirements.

## Catalog Rule

Students (including transfer students) must follow the Undergraduate Catalog in effect when they are admitted into the College of Business. Students who leave the College and return, or those applying for 'readmission' to the College, are subject to requirements in place at the time of their readmission to the College.

Students who have transferred from a community college may be eligible to fulfill the requirements as stated in the catalog for an academic year in which they were enrolled at the community college prior to attending the University of Nebraska–Lincoln. The College will determine eligibility in consultation with academic advisors, provided the student a) was enrolled in a community college during the catalog year they are utilizing, b) maintained continuous enrollment at the previous institution for 1 academic year or more, and c) continued enrollment at the University of Nebraska–Lincoln within 1 calendar year from their last term at the previous institution. Students must complete all degree requirements from a single catalog year and within the timeframe allowable for that catalog year.

## Learning Outcomes

Graduates of agribusiness will be able to:

1. Understand and apply business principles along with analytical methods to practical issues and problems in food, agriculture, business, community vitality, and natural resources.
2. Understand internal forces that have an impact upon United States agriculture and the domestic economy.
3. Effectively communicate, to both specialized and lay audiences, such matters as agricultural business management decisions, business marketing plans, and economic and policy analysis through written, oral, and electronic means as individuals and as team participants.

## Major Requirements

### Core Requirements

- As noted in the College Degree Requirements section, all coursework for the major must be taken for a grade.
- Agribusiness majors may elect to fulfill the Business Core Intermediate (BCI) requirement of SCMA 350 Business Analytics/Information Analysis with MRKT 350 Marketing Analytics.
- Students interested in agronomy or chemical sales are recommended to take CHEM 109A General Chemistry I and CHEM 109L General Chemistry I Laboratory.
- Agribusiness majors through the College of Business may **not** count AECN 141 Introduction to the Economics of Agriculture toward the degree unless transferring from another college.
- Double counting options: There are several agriculture courses offered through the College of Agricultural Sciences and Natural Resources that may be used to fulfill both requirements for Non-Business Requirements (NBR) for the College as well as for the agribusiness major.
- NBR 3 (ACE 4) – AGRI 115 Biotechnology: Food, Health and Environment, PLAS 100 Plants, Landscapes, & the Environment, PLAS 131 Plant Science, ENTO 115/BIOS 115 Insect Biology, AGST 109 Physical Principles in Agriculture and Life Sciences, and NRES 108 Earth's Natural Resource Systems Laboratory may be taken to fulfill the science requirement (NBR 3–ACE 4) as well as a requirement for the major.



- NBR 6 (ACE 9) – AECN 220 International Agricultural Trade, AECN 346 World Food Economics, AECN 367 Agricultural Development in Developing Countries, AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, AGRI 282 Introduction to Global Agricultural and Natural Resources Issues, ENSC 110 Energy in Perspective, and PLAS 200/GEOG 200/LARC 200 Landscape and Environmental Appreciation may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major.
- In instances where double counting occurs, coursework selected for the first major that is also double-counted for NBR may not, in turn, also be used to satisfy the College **electives** of 300/400-level requirement, nor may NBR coursework double counting for the major be double-counted for any minor in which these courses could be used to fulfill minor requirements. In other words, students may choose to have the NBR-approved coursework double count for the first major **or** minor (not both) and only in the instance of the double count with the minor may the hours also count for the 300/400-level College electives.
- Eighteen (18) hours of the 24 hours required in production, non-production, and elective hours must be taken at the 200 level or above.
- Most coursework for the major is offered out of the College of Agricultural Sciences and Natural Resources (CASNR).

- Plant and Landscape Systems (PLAS) (*May opt to take PLAS 100 or PLAS 131 to fulfill both ACE 4 and major. May opt to take PLAS 200/GEOG 200/LARC 200 to fulfill either ACE 7 or ACE 9 and major.*)
- Plant Pathology (PLPT) (*May opt to take PLPT 110 to fulfill both ACE 4 and major.*)
- Veterinary Sciences (VBMS)

MINIMUM of 9 hours of **NON-PRODUCTION** coursework from the following departments:

- Agricultural Economics (AECN) (*May opt to take AECN 220, AECN 346, AECN 367, AECN 420, or AECN 425 to fulfill both ACE 9 and major.*)
- Agricultural Leadership, Education and Communication (ALEC)
- Engler Agribusiness Entrepreneurship (EAEP)

The following courses **may not** be selected to fulfill this requirement (*depending on which one was selected for the above requirement*):

AECN 141	Introduction to the Economics of Agriculture	3
AECN 201	Farm and Ranch Management	4
AECN 225 / EAEP 225 / MRKT 225	Agribusiness Entrepreneurship in Food Products Marketing	3
AECN 325 / MRKT 325	Marketing of Agricultural Commodities	3

MINIMUM of 9 hours of **ELECTIVE** coursework beyond those selected for any of the above may be selected from the following College of Agricultural Sciences and Natural Resources departments:

- Agricultural Economics (AECN) (*not AECN 141 or AECN 201 (May opt to take AECN 220, AECN 346, AECN 367, AECN 420, or AECN 425 to fulfill both ACE 9 and major.)*)
- Agriculture (AGRI) (*not AGRI 42 (May opt to take AGRI 115 to fulfill both ACE 4 and major; or AGRI 282 to fulfill both ACE 9 and major.)*)
- Agricultural Leadership, Education and Communication (ALEC)
- Agricultural Systems Technology (AGST) (*May opt to take AGST 109 to fulfill both ACE 4 and major.*)
- Animal Science (ASCI)
- Biochemistry (BIOC)
- Engler Agribusiness Entrepreneurship (EAEP)
- Energy Science (ENSC) (*May opt to take ENSC 110 to fulfill both ACE 9 and major.*)
- Entomology (ENTO) (*May opt to take ENTO 115/BIOS 115 to fulfill both ACE 4 and major.*)
- Food Science and Technology (FDST) (*May opt to take FDST 131 The Science of Food to fulfill both ACE 4 and major.*)
- Natural Resources and Environmental Economics (NREE)
- Natural Resources (NRES) (*May opt to take NRES 108 to fulfill both ACE 4 and major or NRES 109 Water in Society to fulfill either ACE 4 or ACE 8 and major. )*)
- Plant and Landscape Systems (PLAS) (*May opt to take PLAS 100 or PLAS 131 to fulfill both ACE 4 and major. May opt to take PLAS 200/GEOG 200/LARC 200 to fulfill either ACE 7 or ACE 9 and major.*)

## Specific Major Requirements

In addition to the College Degree Requirements, students will complete 31 hours of coursework for the major.

AECN 201	Farm and Ranch Management	4
MRKT 225 / AECN 225 / EAEP 225	Agribusiness Entrepreneurship in Food Products Marketing	3
or MRKT 325 / AECN 325	Marketing of Agricultural Commodities	
Select 6 hours minimum of Production coursework		6
Select 9 hours minimum of Non-production coursework		9
Select 9 hours minimum of Agricultural Sciences and Natural Resources electives		9
<b>Total Credit Hours</b>		<b>31</b>

MINIMUM of 6 hours of **PRODUCTION** coursework from the following departments:

- Agriculture (AGRI) (*not AGRI 42 (May opt to take AGRI 115 to fulfill both ACE 4 and major; and/or AGRI 282 to fulfill both ACE 9 and major.)*)
- Agricultural Systems Technology (AGST) (*May opt to take AGST 109 to fulfill both ACE 4 and major.*)
- Animal Science (ASCI)
- Energy Science (ENSC) (*May opt to take ENSC 110 to fulfill both ACE 9 and major.*)
- Entomology (ENTO) (*May opt to take ENTO 115 /BIOS 115 to fulfill ACE 4 and major.*)
- Food Science and Technology (FDST) (*May opt to take FDST 131 The Science of Food to fulfill both ACE 4 and major.*)
- Natural Resources (NRES) (*May opt to take NRES 108 to fulfill both ACE 4 and major or NRES 109 Water in Society to fulfill either ACE 4 or ACE 8 and major. )*)

- Plant Pathology (PLPT) (*May opt to take PLPT 110 to fulfill ACE 4 and major.*)
- Range Science (RNGE)
- Soil Science (SOIL)
- Veterinary Sciences (VBMS)
- Water Science (WATS)
- Master's of Arts in Business with a specialization in Intercollegiate Athletic Administration (MAIAA), University of Nebraska-Lincoln - Lincoln, NE
- Master's of Business Administration (MBA), Concordia University - Lincoln, NE
- Associate of Applied Sciences in Fire Protection Technology, Southeast Community College - Lincoln, NE

Eighteen (18) of the 24 hours (6 hours production, 9 hours non-production, and 9 hours CASNR electives) must be completed at the 200 level or above. Courses and descriptions appear under the individual departmental majors.

Students should consult with their advisor for the appropriate selection of courses.

## Additional Major Requirements

### Grade Rules

#### C- and D Grades

Same as College grade rules.

#### Pass/No Pass

Same as College Pass/No Pass rules.

#### GPA Requirements

Same as College GPA requirements.

#### PLEASE NOTE

This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

## Career Information

*The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.*

### Jobs of Recent Graduates

- Crop Consultant, Central Valley Ag - York, NE
- Accountant, CHS Inc. - Wausa, NE
- Agronomy Sales Trainee, Cooperative Producers, Inc. - Hastings, NE
- Sales Trainee, Dow AgroSciences - Lincoln, NE
- Associate, Farm Credit Services of America - Kearney, NE
- Grain Merchandiser, Gaviolon - Phelps City, MO
- Merchandiser-in-Training, Lansing Trade Group - Overland Park, KS
- Seed Technician, Monsanto - Waco, NE
- Agribusiness Underwriter, Nationwide Insurance - Lincoln, NE
- Tractor House Sales Representative, Sandhills Publishing - Lincoln, NE

### Graduate & Professional Schools

- Master's of Business Administration (MBA), University of Nebraska-Lincoln - Lincoln, NE
- Master's of Professional Accountancy (MPA), University of Nebraska-Lincoln - Lincoln, NE