BUSINESS ADMINISTRATION

Description
The business administration major is designed for students who wish to obtain a broad education in business administration rather than specializing in a specific area within the College. For the student who has an educational goal that bridges two or more areas of business, the general business administration major permits the design of a tailor-made program to fit that goal.

Admission

Major/Department Admission
Admission requirements for all majors in the College of Business (CoB) are the same as those for university admission as noted under the University of Nebraska–Lincoln General Admission Requirements.

Other
All students enrolling in CoB courses are required to meet the prerequisites listed for each course; this includes any specific grade or GPA requirement, as well as class standing requirements and specific class requirements. Most 300- or 400-level business courses require completion of BCF and BCI classes. Please see these areas of the catalog for additional information.

COLLEGE REQUIREMENTS

College Admission
The entrance requirements for the College of Business (CoB) are the same as those 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
The MPE (Placement Exam prior to enrolling in the college math requirement of
Students admitted to the College of Business are required to take a Math
Notes regarding the selection of coursework for NBR 2 (ACE 3):
Any advanced calculus course above the 106 level

Choose one of the following:
MATH 104 Applied Calculus
MATH 106 Calculus I

Students who place below MATH 108 (or higher calculus) 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 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 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 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.
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.

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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.
- 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
- 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 or 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 business administration will be able to:

1. Demonstrate an advanced knowledge of at least five functional areas of business (from Accounting, Economics, Finance, Management, Marketing, and Supply Chain Management and Analytics).
2. Locate and manipulate data to inform business decisions.
3. Integrate the knowledge from multiple areas in making business decisions.
4. Identify stakeholders and consider their perspectives in an ethical fashion.

Major Requirements

Core Requirements

In addition to the College Degree Requirements, students will complete 24 hours of coursework for the major (BCA-M).

As noted in the College Degree Requirements section, all coursework for the major must be taken for a grade.

No departmental 395/398/399/499 courses may count toward the business administration major (BCA-M).

Specific Major Requirements

Business Core Advanced—Major (BCA-M)

Students interested in pursuing the bachelor of science in business administration degree with a major in business administration are to complete 24 hours of 300/400-level business coursework for the Business Core Advanced-Major (BCA-M) to be selected from coursework offered by:

- Accounting
- Economics
- Finance
- Management/Entrepreneurship
- Marketing
- Supply Chain Management and Analytics

As part of the 24 hour requirement:

- Coursework must be from the 300/400-level with the coursework selected from the following approved list.
- A MINIMUM of 3 hours from five departments must be represented.
- A MINIMUM of 6 hours from three departments must be represented.
- A MINIMUM of 9 hours must be taken at the 400 level. A minimum of three departments must be represented at the 400 level.
- Departmental 499s (unless an honors thesis) may NOT be used toward the major.

Coursework for the major must be selected from the following courses:

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Economics</th>
<th>Finance</th>
<th>Management</th>
<th>Marketing</th>
<th>Supply Chain Management and Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 309 Accounting Systems</td>
<td>ECON 321 Introduction to International Economics</td>
<td>FINA 365 Financial Institutions</td>
<td>MNGT 360 Managing Behavior in Organizations</td>
<td>MRKT 347 Marketing Communication Strategy</td>
<td>Any 400-level Supply Chain Management and Analytics course</td>
</tr>
<tr>
<td>ACCT 313 Intermediate Accounting I</td>
<td>Any 400-level Economics course</td>
<td></td>
<td>Any 400-level Management course</td>
<td>MRKT 350 Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>ACCT 314 Intermediate Accounting II</td>
<td></td>
<td></td>
<td></td>
<td>MRKT 355 Marketing Metrics</td>
<td></td>
</tr>
<tr>
<td>Any 400-level Accounting course</td>
<td></td>
<td></td>
<td></td>
<td>Any 400-level Marketing course</td>
<td></td>
</tr>
</tbody>
</table>
Additional Restrictions
Students who earn BSAD 491 International Studies in Business and Economics (6 hrs) from the Senshu (Japan) study abroad program may substitute 6 hours of BSAD 491 toward the second course in two of the three required departments.

Students who earn BSAD 491 (3 hrs) from the CoB China study abroad program may substitute 3 hours of BSAD 491 toward the second course in one of the three required departments.

Students who earn BSAD 491 (3 hrs) from the CoB CIMBA (Italy) study abroad program may substitute 3 hours of BSAD 491 toward the second course in one of the three required departments.

Additional Major Requirements
Prerequisite Requirements/Rules
Enrollment in any upper-level coursework offered by the departments requires completion of appropriate prerequisites. Refer to course descriptions for specific course prerequisites.

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.

Requirements for Minor Offered by Department
General Business Minor
The minor consists of the following 18 hours:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 200</td>
<td>Accounting for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 300</td>
<td>Business, Government &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>ECON 200</td>
<td>Economic Essentials and Issues</td>
<td>3</td>
</tr>
<tr>
<td>FINA 300</td>
<td>Financial Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>MNGT 300</td>
<td>Management Essentials For Contemporary</td>
<td>3</td>
</tr>
<tr>
<td>MRKT 300</td>
<td>Contemporary Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Total Credit Hours</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

Please note the following information:
- This minor is available to all other colleges at the University of Nebraska–Lincoln.
- Only nonbusiness students may complete this minor.
- Courses in the minor cannot be used towards a degree in business.
- Prerequisites are strictly enforced.
- No more than one course may be transferred into the minor. The number of courses is calculated on the course replaced. If ACCT 201 Introductory Accounting I and ACCT 202 Introductory Accounting II are used to replace ACCT 200 Accounting for Business Decisions, it is one course.
- Students with previous credit in business should see their college advisor for further information.
- Credit cannot be earned in both: ACCT 201 or ACCT 202 and ACCT 200; BLAW 371 Legal Environment or BLAW 372 Business Law I and BLAW 300 Business, Government & Society; ECON 211 Principles of Macroeconomics or ECON 212 Principles of Microeconomics and ECON 200 Economic Essentials and Issues; FINA 361 Finance and FINA 300 Financial Decision Making; MNGT 301 Introduction to Management and MNGT 300 Management Essentials For Contemporary Organizations; MRKT 341 Marketing and MRKT 300 Contemporary Marketing.
- During the year, courses are often offered in person and online. Students should plan ahead to complete their classes. Online classes are offered in the summer but, because of limitations, students should not plan to take more than two courses online in the summer.

ACCT 200 Accounting for Business Decisions
Prerequisites: For non-CoB students only; 2.5 cum GPA; Sophomore standing (or freshman standing with 14 credit hours of UNL credit and MATH 104 with a grade of ‘C’ or ‘Pass’ or better).
Notes: Credit towards the degree cannot be earned in both ACCT 200 and ACCT 201 and/or ACCT 202. Letter grade only.
Description: This course is designed to introduce financial and managerial accounting concepts to students who are not business majors but who will use such information in future roles as investors, owners, managers, employees and /or taxpaying citizens. Because accounting is referred to as ‘the language of business’ a primary objective of this course is to enable you to understand how accounting meets the information needs of various users. The course lays a foundation for understanding and use of accounting concepts, skills and judgments in numerous endeavors, both career and personal.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: ALL
Prerequisite for: FINA 300; HRTM 479

ACCT 201 Introductory Accounting I
Prerequisites: Sophomore standing (or Freshman standing with 14 credit hours of college credit and MATH 104 with grade of ‘C’ or ‘Pass’ or better); and 2.5 GPA.
Notes: Provides foundation for advanced courses. Letter grade only. Credit toward the degree cannot be earned in both ACCT 200 and either of ACCT 201 and/or ACCT 202.
Description: Fundamentals of accounting, reporting, and analysis to understand financial, managerial, and business concepts and practices.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: ALL
Prerequisite for: ABUS 341, MRKT 341; ACCT 202; ACCT 202H; ACCT 301; ACCT 308; ACCT 309; ACCT 313; AECN 416; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; FINA 300; FINA 361; FINA 361A; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; MRKT 341H, RAIK 341H; SCMA 331; SCMA 355; SCMA 350; SCMA 350H
ACCT 201H Honors: Introductory Accounting I
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission; freshman standing.
Description: Fundamentals of accounting, reporting, and analysis to understand financial, managerial, and business concepts and practices.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; ACCT 202; ACCT 202H; ACCT 301; ACCT 308; ACCT 309; ACCT 313; Aecn 416; Blaw 371; Blaw 371H; Blaw 372; Blaw 372H; FinA 361; Fina 361A; Fina 361H; Mngt 301; Mngt 301H; Mngt 475; Mrkt 341H, RAIK 341H; Scma 331; Scma 335; Scma 350; Scma 350H
ACCT 202 Introductory Accounting II
Prerequisites: Sophomore standing (or freshman standing with 14 credit hours of UNL credit and MATH 104 or MATH 106 with a grade of ‘C’ or ‘Pass’ or better); ACCT 201 or 201H with grade of ‘C’ or above; and 2.5 GPA.
Notes: Credit toward the degree cannot be earned in both ACCT 200 and either of ACCT 201 and/or ACCT 202.
Description: Continuation of ACCT 201.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: ALL
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; ACCT 309; ACCT 313; Aecn 416; Blaw 371; Blaw 371H; Blaw 372; Blaw 372H; Fina 300; Fina 361; Fina 361H; Hrtm 479; Mngt 301; Mngt 301H; Mngt 475; Scma 331; Scma 350; Scma 350H
ACCT 202H Introductory Accounting II
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission. Sophomore standing; ACCT 201 or ACCT 201H with a grade of C or above; and a 2.5 cumulative GPA.
Description: Continuation of ACCT 201H.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; ACCT 309; ACCT 313; Aecn 416; Blaw 371; Blaw 371H; Blaw 372; Blaw 372H; Fina 361; Fina 361H; Hrtm 479; Mngt 301; Mngt 301H; Mngt 475; Scma 331; Scma 350; Scma 350H
ACCT 301 Using Accounting Information
Prerequisites: For non-Accounting majors only; 2.5 GPA, ACCT 201 or 201H and ACCT 202 or 202H with a C or better.
Notes: Does not provide credit toward an accounting degree or accounting minor.
Description: Designed to introduce non-accounting majors to the basics of using accounting information. Covers the practical relationships between business decisions and the financial statements, including forecasting, investment decisions, and tax effects.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACCT 306 Survey of Accounting
Prerequisites: Except for the 53-hr requirement, the junior standing prerequisite is waived.
Notes: A one-semester course for students above the sophomore level who desire a knowledge of the fundamentals of accounting. Not open to students who have credit in ACCT 201 and/or ACCT 202.
Description: Fundamentals of accounting analysis which are most helpful in understanding managerial and business concepts and practices.
Credit Hours: 4
Max credits per semester: 4
Max credits per degree: 4
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; ACCT 309; ACCT 313; Blaw 371; Blaw 371H; Blaw 372; Mngt 475; Scma 331; Scma 350; Scma 350H
ACCT 308 Managerial Accounting
Prerequisites: ACCT 201 or 201H, ACCT 202 or 202H, or ACCT 306, Econ 215 or Stat 218, Scma 331 and Math 104 or 106; all with grades of ‘C’ or above.
Description: Internal accounting as a tool to generate information for managerial planning and control. Conventional and computer problem materials are used to develop understanding of operating and capital budgets, standard costs, incremental concepts, relevant costs, transfer pricing, and responsibility and profit center reports as a means of analysis as well as techniques of measurement.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACCT 309 Accounting Systems
Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, or ACCT 306, and Math 104 or 106, and Scma 250; with grades of C or better; or permission.
Description: Examination of accounting system concepts, applications, and the process by which they are analyzed, designed, and implemented. Emphasis on management information and computer applications in financial accounting, auditing, and management accounting by means of case study analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: ACCT 401; ACCT 410; ACCT 455
ACCT 312 Federal Tax Accounting
Prerequisites: Co-requisite: to be taken con-currently with or after ACCT 313
Description: Federal and state income tax concepts. Includes theory and historical growth of the fundamentals of the federal tax laws and regulations. Emphasis on the practical application of the tax laws in the preparation of the tax returns (for wage earners and sole proprietors) and the need for tax planning.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACCT 413; ACCT 455; ACCT 815; ACCT 816; ACCT 819
Course and Laboratory Fee: $20
ACCT 313 Intermediate Accounting I
Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, or ACCT 306, and MATH 104 or 106; with grades of C or better.
Description: Analysis and interpretation of financial and operating statements; net income concepts, statements from incomplete records; theory and practice relating to cash flow; and the investment in tangible and intangible assets.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACCT 312; ACCT 314; ACCT 407

ACCT 314 Intermediate Accounting II
Prerequisites: ACCT 313 with grade of C or better or permission
Description: Continuation of ACCT 313 with emphasis on contemporary accounting theory and practice regarding long-term liabilities, corporate equities, and problem areas under study by professional accounting organizations. Analysis of financial statements and the statements of cash flow stressed and related to current controversial topics.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACCT 401; ACCT 404; ACCT 410; ACCT 455

ACCT 395 Professional Internship
Crosslisted with: BSAD 395, ACTS 395, ECON 395, FINA 395, MNGT 395, SCMA 395
Prerequisites: An undergraduate major in the College of Business with at least sophomore standing and departmental consent and acceptance into an approved internship. Departmental credit for course cross-listings may have additional requirements for consent.
Notes: May be repeated.
Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the business field through an internship related to the major field of study and an integral or important part of their program of study. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.
Credit Hours: 0-3
Min credits per semester: 3
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Graded with Option
Experiential Learning: Internship/Co-op

ACCT 398 Special Topics
Prerequisites: Permission of department chair.
Description: Topics vary.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACCT 399 Independent Study
Prerequisites: Permission of director of the School of Accountancy.
Notes: Open to juniors and seniors concentrating in accounting.
Description: Special research project or reading program under the direction of a staff member in the School.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

ACCT 399H Honors: Independent Study
Prerequisites: Good standing in the University Honors Program or by invitation, and permission of the supervising faculty member and chair of the School of Accountancy.
Description: Special research project or reading program under the direction of a faculty member within the School of Accountancy.
Credit Hours: 3-6
Min credits per semester: 3
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

ACCT 401 Fraud Examination and Internal Audit
Prerequisites: ACCT Major or Permission; ACCT 314 and ACCT 309 with grade of C or better.
Description: Principles and methodologies of detecting and deterring fraud using accounting, auditing, and investigative skills. Also introduces the fundamentals of internal auditing in a changing business environment.
Credit Hours: 3
Min credits per semester: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR

ACCT 404 Advanced Accounting
Prerequisites: ACCT Major or Permission; ACCT 314 with grade of C or better.
Description: Special accounting problems relating to the preparation of combined and consolidated financial statements for accounting entities with branch offices and with subsidiaries, both domestic and foreign; partnership accounting; accounting for foreign currency transactions and translations; governmental and not-for-profit accounting.
Credit Hours: 3
Min credits per semester: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR

ACCT 407 Ethics and Accountant’s Professional Responsibility
Prerequisites: ACCT 313 with grade of “C” or better
Description: Role of a professional accountant, codes of accountants, ethical decision making, the legal, regulatory and social environment in which an accountant makes an ethical decision.
Credit Hours: 3
Min credits per semester: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACCT 410 Auditing
Prerequisites: ACCT Major or Permission; ACCT 309 and 314, both with a grade of C or better.
Description: Duties and responsibilities of auditors, methods of conducting various kinds of audits; audit working papers; the preparation of the audit report; the auditor's certificate; special problems in the audit of different kinds of enterprises.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACCT 802

ACCT 413 Corporate Tax Accounting
Prerequisites: ACCT Major or Permission; ACCT 312 with a grade of C or better.
Description: Federal income taxation for corporations. Tax laws associated with formation, operation, distribution, redemption, and reorganizations are analyzed.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACCT 455 Research and Communication in Accounting
Prerequisites: ACCT major and ACCT 309, 312, and ACCT 314 with a grade of C or better.
Description: Improvisation, professional writing, and professional presentations.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACCT 499H Honors Thesis
Prerequisites: Good standing in the University Honors Program or by invitation, and permission.
Description: Conduct a scholarly research project and write a University Honors Program or undergraduate thesis.
Credit Hours: 3-6
Min credits per semester: 3
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

ACTS 395 Professional Internship
Crosslisted with: BSAD 395, ACCT 395, ECON 395, FINA 395, MNGT 395, SCMA 395
Prerequisites: An undergraduate major in the College of Business with at least sophomore standing and departmental consent and acceptance into an approved internship. Departmental credit for course cross-listings may have additional requirements for consent.
Notes: May be repeated.
Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the business field through an internship related to the major field of study and an integral or important part of their program of study. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.
Credit Hours: 0-3
Min credits per semester: 3
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Graded with Option
Experiential Learning: Internship/Co-op

ACTS 399 Independent Study
Prerequisites: Permission.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 24
Grading Option: Graded with Option

ACTS 401 Problem Lab: Basic Actuarial Applications of Probability
Prerequisites: MATH 208 or 208H and STAT 462, or parallel, and both with a grade of "Pass" or "C" or better.
Description: Calculus-based probability, both univariate and multivariate, applications to risk management-related problems. Problems as posed in the Society of Actuaries (SOA) Exam "P" and/or Casualty Actuarial Society (CAS) Exam "1". Determination of loss frequency distributions and their characteristics, expected value, variance, and percentiles. Determination of loss severity distributions and their characteristics, expected value, variance, and percentiles. Determination of loss sharing parameters, deductibles, and maximum payments.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded
ACTS 402 Problem Lab: Basic Actuarial Applications of Financial Mathematics
Prerequisites: ACTS 440/840 or parallel
Description: Application of basic mathematics of finance to problems involving valuation of financial transactions. Problems as posed in the "Society of Actuaries (SOA) Exam 'FM' and/or "Casualty Actuarial Society (CAS) Exam '2". Determining equivalent measures of interest; estimating the rate of return on a fund; discounting or accumulating a sequence of payments with interest; determining yield rate; length of investment; amounts of investment contributions or amounts of investment returns for various types of financial transactions; and basic calculations involving yield curves, spot rates, forward rates, duration, convexity, immunization and short sales; introduction to financial derivatives (forwards, options, futures, and swaps) and their use in risk management; and introduction to the concept of no-arbitrage as a fundamental concept in financial mathematics.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded

ACTS 403 Problem Lab: Actuarial Models - Life Contingencies
Prerequisites: ACTS 470/870, ACTS 471/871, and ACTS 473/873
Description: Problems as posed in the "Society of Actuaries (SOA) Exam 'M' and/or "Casualty Actuarial Society (CAS) Exam '3". Survival and severity models; "Markov Chain" models; life contingencies; and "Poisson" processes.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded

ACTS 404 Problem Lab: Construction and Evaluation of Actuarial Models
Prerequisites: ACTS 410 and 425
Description: Problems as posed in the "Society of Actuaries (SOA) Exam 'C" and/or Casualty Actuarial Society (CAS) Exam '4". Construction of empirical models; construction and selection of parametric models; credibility theory; interpolation and smoothing of data; and simulation.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded

ACTS 405 Problem Lab: Actuarial Models - Financial Economics
Prerequisites: ACTS 440/840 and FINA 467
Description: Problems as posed in the "Society of Actuaries (SOA) Exam 'M". Interest rate models; rational valuation of derivative securities (option pricing: put-call parity, the binomial model, Black-Scholes formula, and actuarial applications; interpretation of option Greeks and delta-hedging; features of exotic options; an introduction to Brownian motion and Itô’s lemma); and risk management techniques.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded

ACTS 410 Introduction to Credibility, Smoothing of Data, and Simulation
Crosslisted with: ACTS 810
Prerequisites: STAT 463
Description: Full, partial, Buhlmann, and Buhlmann-Straub credibility models. Introduction to empirical Bayes and statistical distributions used to model loss experience. Application of "polynomial splines" to actuarial data. Simulation of "discrete" and "continuous random" variables in context of actuarial models. Simulation to "p-value" of hypothesis test. "Bootstrap method" of estimating the "mean squared error" of an estimator.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACTS 404

ACTS 425 Survival Models
Crosslisted with: ACTS 825
Prerequisites: STAT 463 with a grade of "C" or better
Description: Parametric and tabular survival models. Estimation based on observations that might not be complete. Concomitant variables. Use of population data. Applications to groups with impaired lives.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACTS 404

ACTS 430 Actuarial Applications of Applied Statistics
Crosslisted with: ACTS 830
Prerequisites: STAT 463 with a grade of "C" or better
Notes: Data sets processed and analyzed using statistical software.
Description: Introduction to forecasting in actuarial science. Simple and multiple regression, instrumental variables, time series methods, and applications of methods in forecasting actuarial variables. Interest rates, inflation rates, and claim frequencies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACTS 431 Actuarial Applications of Time Series and Machine Learning
Crosslisted with: ACTS 831
Prerequisites: STAT 463 with a grade of "C" or better.
Description: Introduction to statistical learning with actuarial applications using time series models and machine learning techniques. The topics covered include time series models, principal component analysis (PCA), decision tree, and clustering.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING
ACTS 440 Interest Theory
Crosslisted with: ACTS 840
Prerequisites: MATH 208 or 208H with a grade of "Pass" or "C" or better, or parallel
Notes: Grade only
Description: Application of financial mathematics to problems involving valuation of financial transactions; equivalent measures of interest; rate of return on a fund; discounting or accumulating a sequence of payments with interest; and yield rates, length of investment, amounts of investment contributions or amounts of investment returns for various types of financial transactions; loans and bonds. Introduction to the mathematics of modern financial analysis. Calculations involving yield curves, spot rates, forward rates, duration, convexity, and immunization.
Credit Hours: 4
Max credits per semester: 4
Max credits per degree: 4
Grading Option: Graded
Prerequisite for: ACTS 405; ECON 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450; FINA 464; MNGT 475

ACTS 441 Introduction to Financial Economics
Crosslisted with: ACTS 841
Prerequisites: MATH 208 with grade of "C" or better or concurrent; ACTS 440
Description: Financial mathematics concepts related to short sales, forwards, options, futures, and swaps, and their use in risk management, hedging and investment strategies, fundamental concepts of put-call parity and no-arbitrage, and interest rate models.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACTS 442 Principles of Pension Valuation
Crosslisted with: ACTS 842
Prerequisites: ACTS 471/871 with a grade of "C" or better
Description: Actuarial cost methods. Determination of normal costs and accrued liability. Effect on valuation results due to changes in experience, assumptions and plan provisions. Valuation of ancillary benefits. Determination of actuarially equivalent benefits at early or postponed retirement and optional forms of payment.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACTS 450 Stochastic Processes for Actuaries
Crosslisted with: ACTS 850
Prerequisites: STAT 463 with a grade of "C" or better
Description: Introduction to stochastic processes and their applications in actuarial science. Discrete-time and continuous-time processes; Markov chains; the Poisson process; compound Poisson processes; non-homogeneous Poisson processes; arithmetic and geometric Brownian motions. Applications of these processes in computation of resident fees for continuing care retirement communities. Pricing of financial instruments.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACTS 470 Life Contingencies I
Crosslisted with: ACTS 870
Prerequisites: ACTS 440 and STAT 462, each with a grade of "C" or better
Notes: First course of a two-course sequence that includes ACTS 471.
Description: Theory and applications of contingency mathematics in the areas of life and health insurance, annuities, and pensions. Probabilistic models.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACTS 403

ACTS 471 Life Contingencies II
Crosslisted with: ACTS 871
Prerequisites: ACTS 470 and STAT 462, each with a grade of "C" or better
Notes: Second course of a two-course sequence that includes ACTS 470.
Description: Life insurance reserve for models based on a single life. Introduction to multiple life models for pensions and life insurance and to multiple decrement models.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACTS 403; ACTS 442, ACTS 842

ACTS 473 Introduction to Risk Theory
Crosslisted with: ACTS 873
Prerequisites: STAT 462 with a grade of "C" or better
Description: Applications of compound distributions in modeling of insurance loss. Continuous-time compound Poisson surplus processes, computation of ruin probabilities, the distributions of the deficit at the time of ruin, and the maximal aggregate loss. The effect of reinsurance on the probability of ruin.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ACTS 403

ACTS 474 Introduction to Property/Casualty Actuarial Science
Crosslisted with: ACTS 874
Prerequisites: STAT 462 with a grade of "C" or better.
Description: Mathematical, financial, and risk-theoretical foundations of casualty actuarial science. Risk theory, loss reserving, ratemaking, risk classification, credibility theory, reinsurance, financial pricing of insurance, and other special issues and applications.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACTS 475 Actuarial Applications in Practice
Crosslisted with: ACTS 875
Prerequisites: ACTS 470/870; FINA 338
Description: Principles and practices of pricing and/or funding and valuation for life, health, property and liability insurance, and annuities and pension plans. Commercially available actuarial modeling software.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
ACE: ACE 10 Integrated Product
BLAW 300 Business, Government & Society
Prerequisites: For non-CoB students only; 2.5 cum gpa; Sophomore Standing
Notes: Credit towards the degree cannot be earned in both BLAW 300 and BLAW 371 and/or BLAW 372. Letter grade only.
Description: This course examines the business organization in relationship to government, employee groups and the community. A major theme in the course is the social responsibility of business. Topics of study include ethics, environmental issues, employee rights, government regulation, global management and the U.S. political system as it affects business decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 8 Civic/Ethics/Stewardship

BLAW 371 Legal Environment
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372.
Description: Law as it relates to the business transaction. Torts, contracts, sales, and related topics in the political and economics environment in which business functions and consideration of social and ethical issues creating pressure for change.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 8 Civic/Ethics/Stewardship

BLAW 372 Business Law I
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Cannot be taken Pass/No Pass. Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372.
Description: Basic legal principles needed to recognize the relevant issues and the legal implications of business situations. Application of the principles of law to accounting and auditing. Political, social, and ethical implications. Property and contracts.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

BLAW 372H Honors: Business Law I
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent). Open only to Nebraska Business Honors Academy students or by permission.
Notes: Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372/BLAW 372H.
Description: Basic legal principles needed to recognize the relevant issues and the legal implications of business situations. Application of the principles of law to accounting and auditing. Political, social, and ethical implications. Property and contracts.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL
ACE: ACE 8 Civic/Ethics/Stewardship

BLAW 375 Common Law in Contemporary Society
Prerequisites: Junior standing and at least a 3.25 cumulative GPA.
Description: An examination of the continuing influence of the common law on the resolution of contemporary legal issues. Considers the common law in the context of law created by other law-making institutions. Reviews the law of torts, contracts, and property and explores how traditional doctrines have evolved to govern current social problems, with emphasis on issues impacting business activity.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL
BLAW 376 Civil and Criminal Litigation
**Prerequisites:** Junior standing and at least a 3.25 cumulative GPA.
**Description:** Examines civil and criminal justice system and key legal concepts that frame the operations of these systems, including jurisdiction and venue, civil and criminal case progression, structure and function of key legal documents, discovery and evidence, civil appeals process, components of criminal responsibility criminal defenses, search and seizure, the privilege against self-incrimination, sentencing issues, and the post-conviction process. Examines issues that arise in business settings.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Offered:** FALL

BLAW 377 Introduction to Corporate Compliance
**Prerequisites:** Junior standing and at least a 3.25 cumulative GPA.
**Description:** Examines relationships between corporate governance, risk and compliance. Identification and discussion of common features of compliance programs and specific regulations affecting corporate compliance. Discussion of the role of risk assessment and ethical considerations.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Offered:** SPRING

BLAW 378 Legislation and Regulation
**Prerequisites:** Junior standing and at least a 3.25 cumulative GPA.
**Description:** Introduction to legislation, the structure of the U.S. government, the sources of governmental policy, and the various factors that influence policy and related regulations. Examines considerations that go into legislative and administrative policymaking and how businesses can play a role in shaping legislative and administrative agendas. Analyzes complex language through the art of statutory interpretation.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Offered:** SPRING

BSAD 111S PrEP I, Investing in Strengths for Transfer Students
**Prerequisites:** Open only to College of Business majors with sophomore standing or above.
**Description:** Focuses on identifying unique strengths for personal success in college and in life. Provides transfer students with essential information to understand their strengths. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
**Credit Hours:** 0
**Max credits per semester:**
**Max credits per degree:**
**Grading Option:** Pass No Pass
**Prerequisite for:** BSAD 222; BSAD 222H

Course and Laboratory Fee: $20

BSAD 181H Honors: Foundations of Accounting
**Crosslisted with:** RAIK 181H
**Prerequisites:** Good standing in the University Honors Program; admission to the Raikes School of Computer Science and Management.
**Notes:** First course in the Raikes School core.
**Description:** Introduction to financial and managerial accounting, and accounting information systems. Content integration and application, problem-solving and situational analysis.
**Credit Hours:** 4
**Max credits per semester:** 4
**Max credits per degree:** 4
**Grading Option:** Graded
**Prerequisite for:** ABUS 341, MRKT 341; ACCT 202; ACCT 301; ACCT 308; ACCT 309; ACCT 313; BLAW 371; BLAW 371H; BLAW 372; FINA 361A; MNGT 301; MNGT 301H; MNGT 475; MNGT 475H, RAIK 476H; MRKT 341H, RAIK 341H; RAIK 182H, BSAD 182H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H

BSAD 182H Honors: Foundations of Economics
**Crosslisted with:** RAIK 182H
**Prerequisites:** Good standing in the University Honors Program; admission to the Raikes School of Computer Science and Management and BSAD/RAIK 181H.
**Notes:** Second course in the Raikes School core.
**Description:** Introduction to microeconomics and macroeconomics. Content integration and application, problem-solving and situational analysis.
**Credit Hours:** 4
**Max credits per semester:** 4
**Max credits per degree:** 4
**Grading Option:** Graded
**Offered:** SPRING
**Prerequisite for:** ABUS 341, MRKT 341; BLAW 371; BLAW 371H; BLAW 372; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 321; ECON 389; FINA 307; FINA 361A; MNGT 301; MNGT 301H; MNGT 475; MRKT 341H, RAIK 341H, RAIK 381H, BSAD 381H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H

ACE: ACE 6 Social Science
BSAD 185H Honors: Foundations of Leadership I
Crosslisted with: RAIK 185H
Prerequisites: Good standing in the University Honors Program; Admission to the Raikes School of Computer Science and Management.
Description: Introduction to personal development and its application to leadership.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded
Prerequisite for: RAIK 186H, BSAD 186H

BSAD 186H Honors: Foundations of Leadership II
Crosslisted with: RAIK 186H
Prerequisites: Admission to the Raikes School of Computer Science and Management and BSAD/RAIK 185H.
Notes: Second course in the Raikes School leadership core. Letter grade only.
Description: Continued pursuit and analysis of personal development and its application to leadership. Introduction to teams.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded

BSAD 191 Special Topics
Prerequisites: Permission
Notes: Amount of credit to be earned is determined by the instructor at the time of registration.
Description: Topics vary.
Credit Hours: 0-6
Min credits per semester: 6
Max credits per degree: 6
Grading Option: Graded with Option

BSAD 191H Special Topics: CoB Honors Academy
Description: Variety of topics at the undergraduate level. Open only to CoB Honors Academy students or by permission.
Credit Hours: 0-6
Min credits per semester: 6
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded with Option

BSAD 220 Business Writing
Prerequisites: Sophomore standing; ENGL 150 or ENGL 151. Open only to CoB majors.
Description: Principles of effective written business communication. Focus on effective writing strategies used in business disciplines.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; FINA 361; FINA 361H; MNGT 301H; MNGT 475; SCMA 331; SCMA 350
ACE: ACE 1 Writing

BSAD 220H Honors Business Writing
Crosslisted with: RAIK 288H
Prerequisites: Open to CBA Honors Academy Students or Raikes School of Computer Science and Management students in good standing or by permission. Sophomore standing; ENGL 150/ENGL 150H or ENGL 151/ENGL 151H.
Description: Principles of effective written business communication. Focus on effective writing strategies used in business disciplines.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; FINA 361; FINA 361H; MNGT 301H; MNGT 475; SCMA 331; SCMA 350
ACE: ACE 1 Writing

BSAD 222 PrEP II, Career Development and Planning
Prerequisites: Majors in College of Business; Sophomore Standing; 2.5 GPA, BSAD 111/BSAD 111S or concurrent.
Notes: Offered Pass/No Pass.
Description: Focuses on career development and planning. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass
Prerequisite for: BSAD 333

BSAD 222H Honors: PrEP II, Career Development and Planning
Prerequisites: Open only to students in the CoB Honors Academy or by permission. Major in College of Business, Sophomore standing, 2.5 GPA, BSAD 111/BSAD 111S or concurrent.
Notes: Offered Pass/No Pass.
Description: Focuses on career development and planning. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass
Prerequisite for: BSAD 333

BSAD 320 Global Issues
Prerequisites: Sophomore standing
Description: Explores complex global issues from an interdisciplinary perspective. Examines how change and innovation are continuously transforming human endeavors such as technology, business, politics, laws, culture and arts. Investigates how innovation and change can provide new solutions to the many challenges humanity faces, yet may create novel problems and unintended consequences.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 9 Global/Diversity
BSAD 333 PrEP III, Internship and Job Search Strategies
Prerequisites: Majors in College of Business Administration; 2.5 GPA; BSAD 222.
Notes: Pass/No Pass.
Description: Focuses on internship/job search strategies. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass
Prerequisite for: BSAD 444H

BSAD 371H Honors: Data & Models III: Fundamentals of Management Science
Crosslisted with: RAIK 371H
Prerequisites: Junior standing in the Raikes School of Computer Science and Management and RAIK 270H and RAIK 370H.
Notes: Third course in Raikes School Data and Models course sequence.
Description: Focus on time series and random processes, simulation, network models, and constrained optimization for business modeling and decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING
Prerequisite for: SCMA 437; SCMA 450; SCMA 451; SCMA 452; SCMA 458; SCMA 459

BSAD 372H Honors: Business Law
Crosslisted with: RAIK 372H
Prerequisites: Admission to the Raikes School of Computer Science and Management and RAIK 184H.
Description: Legal, ethical, and social issues related to the development and use of computer technology. Basic legal principles needed to recognize the relevant issues and the legal implications of business situations. Ethical theory, and social, political, and legal considerations. Scenarios in problem areas: privacy, reliability and risks of complex systems, intellectual property, and responsibility of professionals for applications and consequences of their work.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING

ACE: ACE 8 Civic/Ethics/Stewardship

BSAD 381H Honors: Fundamentals of Finance
Crosslisted with: RAIK 381H
Prerequisites: Good standing in the University Honors Program and admission to the Raikes School of Computer Science and Management; BSAD/RAIK 182H.
Description: Macroeconomics and introduction to advanced topics in accounting systems, finance, management and information systems. Content integration and application to problem-solving and situational analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ECON 365, FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450; FINA 464; MNGT 475; MNGT 475H, RAIK 476H

BSAD 391 Special Topics
Prerequisites: Permission of Department Chair
Notes: Amount of credit to be earned is determined by the instructor at the time of registration.
Description: Topic varies.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded with Option

BSAD 391H Special Topics
Prerequisites: Permission of Department Chair
Notes: Amount of credit to be earned is determined by the instructor at the time of registration.
Description: Topic varies.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

BSAD 395 Professional Internship
Crosslisted with: ACCT 395, ACTS 395, ECON 395, FINA 395, MNGT 395, SCMA 395
Prerequisites: An undergraduate major in the College of Business with at least sophomore standing and departmental consent and acceptance into an approved internship. Departmental credit for course cross-listings may have additional requirements for consent.
Notes: May be repeated.
Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the business field through an internship related to the major field of study and an integral or important part of their program of study. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.
Credit Hours: 0-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Graded with Option
Experiential Learning: Internship/Co-op
BSAD 401H Honors: RAIK Design Studio I
Crosslisted with: RAIK 401H, CSCE 401H, SOFT 401H
Prerequisites: Good standing in the University Honors Program or by invitation; admission to the Jeffrey S. Raikes School of Computer Science and Management; RAIK 284H/SOFT 261H or equivalent.
Notes: First semester in the Jeffrey S. Raikes School of Computer Science and Management design studio
Description: Application of Raikes School core content in a team oriented, project management setting. Complete projects in consultation with private and public sector clients.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL
Prerequisite for: RAIK 402H, BSAD 402H, CSCE 402H, SOFT 402H
ACE: ACE 8 Civic/Ethics/Stewardship
Experiential Learning: Case/Project-Based Learning

BSAD 402H Honors: RAIK Design Studio II
Crosslisted with: RAIK 402H, CSCE 402H, SOFT 402H
Prerequisites: Good standing in the University Honors Program or by invitation; admission to the Jeffrey S. Raikes School of Computer Science and Management; BSAD/CSCE/SOFT/RAIK 401H.
Notes: Second semester in the Jeffrey S. Raikes School of Computer Science and Management design studio
Description: Application of Raikes School core content in a team oriented, project management setting. Complete projects in consultation with private and public sector clients.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING
Prerequisite for: RAIK 403H, BSAD 403H, CSCE 403H
ACE: ACE 10 Integrated Product
Experiential Learning: Case/Project-Based Learning

BSAD 403H Honors: RAIK Design Studio III
Crosslisted with: RAIK 403H, CSCE 403H
Prerequisites: Good standing in the University Honors Program or by invitation; admission to the Jeffrey S. Raikes School of Computer Science and Management; RAIK 402H.
Notes: Third semester of Jeffrey S. Raikes School of Computer Science and Management design studio sequence.
Description: Application of Jeffrey S. Raikes School of Computer Science and Management core content in a team oriented, project management setting. Complete projects in consultation with private and public sector clients.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: RAIK 404H, BSAD 404H, CSCE 404H
Experiential Learning: Case/Project-Based Learning

BSAD 404H Honors: RAIK Design Studio IV
Crosslisted with: RAIK 404H, CSCE 404H
Prerequisites: Good standing in the University Honors Program or by invitation; admission to the Jeffrey S. Raikes School of Computer Science and Management; and BSAD/CSCE/SOFT/RAIK 403H.
Notes: Fourth semester in the Jeffrey S. Raikes School of Computer Science and Management design studio sequence.
Description: Application of Raikes School core content in a team oriented, project management setting. Complete projects in consultation with private and public sector clients.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Experiential Learning: Case/Project-Based Learning

BSAD 420 Global Leadership and the Culture Map
Prerequisites: Sophomore standing
Description: Connects business functional areas to global contexts in theory and practice. Covers international management from a strategic perspective with an in-depth focus on cross-cultural dimensions among countries. Examines emerging competitive strategies used by multinational companies and strategic issues in international company expansions and international venture launches.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 9 Global/Diversity

BSAD 444 PrEP IV, Professional and Life Skills
Prerequisites: Majors in College of Business; 2.5 GPA; Senior standing or by permission.
Notes: Offered Pass/No Pass only.
Description: Focuses on professional and life skills. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass

BSAD 444H Professional Enhancement IV
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission. Major in College of Business, 2.5 GPA; BSAD 333
Notes: Offered Pass/No Pass Only.
Description: Focuses on professional and life skills. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass
BSAD 491 International Studies in Business and Economics
Prerequisites: Permission of Program Coordinator, major or interest in business administration or by invitation.
Notes: Passport to travel in some countries required, educational visa may be required. Student must confer with the College of Business (CoB) faculty adviser to determine if course work is applicable towards a specific CoB major. Travel outside the United States is required. Arrangements for payment and program costs (tuition, transportation, room and/or board, etc.) will vary depending on the program.
Description: Primary study at site(s) outside the United States with topics to vary depending on the country(ies) and area of study.
Credit Hours: 1-15
Min credits per semester: 1
Max credits per semester: 15
Max credits per degree: 15

ECON 200 Economic Essentials and Issues
Prerequisites: 12 credit hours
Notes: Letter grade only. Credit towards the degree cannot be earned in both ECON 200 and ECON 211 and/or ECON 212. This course fulfills the economics requirement for the Minor in Business Administration for non-CoB students and cannot be applied to any other degree program.
Description: Introduction to economic reasoning and methods. Consumer choice, resources, decision making under constraints, supply, demand, markets, economic welfare analysis, measurement, prices, employment, money and interest rates. Economic policy and limitations are evaluated.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ECON 211 Principles of Macroeconomics
Prerequisites: 12 cr hrs
Notes: Credit toward the degree cannot be earned in both ECON 200 or ECON 210, and in ECON 211 and/or ECON 212.
Description: Introduction to the nature and methods of economics. Economic systems. Measurement and analysis of aggregate variables, such as national income, consumption, saving, investment, international payments, employment, price indices, money supply, and interest rates. Fiscal, monetary, and other policies for macroeconomic stabilization and growth are evaluated.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ECON 211H Honors: Principles of Macroeconomics
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission
Notes: Required for College of Business Administration major and for Arts and Sciences economics major. Credit towards degree cannot be earned in both ECON 210 and in ECON 211H and/or ECON 212 or ECON 212H.
Description: Introduction to the nature and methods of economics. Economic systems. Measurement and analysis of aggregate variables, such as national income, consumption, saving, investment, international payments, employment, price indices, money supply, and interest rates. Fiscal, monetary, and other policies for macroeconomic stabilization and growth are evaluated.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

Prerequisite for: ABUS 341, MRKT 341; AECN 346; AECN 367; AECN 420; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 315; ECON 321; ECON 389; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; FINA 307; FINA 307H; FINA 361; FINA 361A; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science
Groups: General Economics and Theory

ECON 212 Principles of Microeconomics
Prerequisites: 12 cr hrs
Notes: Credit toward the degree cannot be earned in both ECON 200 or ECON 210, and in ECON 211 and/or ECON 212.
Description: Continuation of an introduction to economic methods. With emphasis on analysis and evaluation of markets. Includes demand, supply, elasticity, production costs, consumption utility, monopoly, competition, monopolistic competition, oligopoly, allocative and technical efficiency, and income distribution. Analysis applied to resource markets, unions, antitrust laws, agriculture, international trade, and other economic problems and policies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

Prerequisite for: ABUS 341, MRKT 341; AECN 346; AECN 367; AECN 420; EAEF 225, MRKT 225; AECN 235, MRKT 235; AECN 265, NREE 265; AECN 301; AECN 316; AECN 345; AECN 367; AECN 376; AECN 420; AECN 436; AECN 453; AECN 474; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 315; ECON 389; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; ECON 477; FINA 300; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science
Groups: General Economics and Theory
ECON 212H Honors: Principles of Microeconomics
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission.
Notes: Credit toward the degree cannot be earned in both ECON 210, and in ECON 211 or ECON 211H and/or ECON 212 or ECON 212H.
Description: Continuation of an introduction to economic methods. With emphasis on analysis and evaluation of markets. Includes demand, supply, elasticity, production costs, consumption utility, monopoly, competition, monopolistic competition, oligopoly, allocative and technical efficiency, and income distribution. Analysis applied to resource markets, unions, antitrust laws, agriculture, international trade, and other economic problems and policies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; AECN 201; AECN 220; AECN 225, EAEP 225, MRKT 225; AECN 265, NREE 265; AECN 301; AECN 316; AECN 346; AECN 367; AECN 420; AECN 453; AECN 474; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 321; ECON 435; ECON 448; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; ECON 477; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; MRKT 341H, RAIK 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science

ECON 213 Honors: Principles of Macroeconomics
Prerequisites: Sophomore standing; MATH 104 or equivalent or MATH 106; BSAD 50; 2.5 GPA
Notes: Credit toward the degree cannot be earned in both ECON 215, and STAT 218 or EDPS 459 or CRIM 300; or in both ECON 215 and SOCI 206. Credit towards the degree in the College of Arts and Sciences cannot be earned in both ECON 215 or STAT 218 and STAT 218, or in both EDPS 459 and STAT 218.
Description: Introduction to the collection, analysis, and interpretation of statistical data used in economics and business. Probability analysis, sampling, hypothesis testings, analysis of trends and seasonality, correlation, and simple regressions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 448; FINA 361; FINA 361A; FINA 361H; MGT 301; MNGT 301H; MRKT 345; MRKT 350; SCMA 250; SCMA 331; SCMA 335; SCMA 350; SCMA 350H; STAT 318
ACE: ACE 3 Math/Stat/Reasoning
Groups: Quantitative Economics

ECON 215 Statistics
Prerequisites: Sophomore standing; MATH 104 or equivalent or MATH 106; BSAD 50; 2.5 GPA
Notes: Credit toward the degree cannot be earned in both ECON 215, and STAT 218 or EDPS 459 or CRIM 300; or in both ECON 215 and SOCI 206. Credit towards the degree in the College of Arts and Sciences cannot be earned in both ECON 215 and STAT 218, or in both EDPS 459 and STAT 218.
Description: Introduction to the collection, analysis, and interpretation of statistical data used in economics and business. Probability analysis, sampling, hypothesis testings, analysis of trends and seasonality, correlation, and simple regressions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 448; FINA 361; FINA 361A; FINA 361H; MNGT 301; MNGT 301H; MRKT 345; MRKT 350; SCMA 250; SCMA 331; SCMA 335; SCMA 350; SCMA 350H; STAT 318
ACE: ACE 3 Math/Stat/Reasoning
Groups: Quantitative Economics

ECON 215H Honors: Statistics
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission. Sophomore standing; MATH 104 or MATH 106; BSAD 50; 2.5 GPA
Notes: Credit toward the degree cannot be earned in both ECON 215H, and STAT 218 or EDPS 459 or CRIM 300; or in both ECON 215H and SOCI 206.
Description: Introduction to the collection, analysis, and interpretation of statistical data used in economics and business. Probability analysis, sampling, hypothesis testings, analysis of trends and seasonality, correlation, and simple regressions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 448; FINA 361; FINA 361A; FINA 361H; MNGT 301; MNGT 301H; MRKT 345; MRKT 350; SCMA 250; SCMA 331; SCMA 335; SCMA 350; SCMA 350H; STAT 318
ACE: ACE 3 Math/Stat/Reasoning
Groups: Quantitative Economics

ECON 303 An Introduction to Money and Banking
Prerequisites: ECON 211 and 212 or ECON 210
Description: Understanding of the nature of money, the commercial and central banking system, and the role of money and monetary policy as determinants of the aggregate levels of national spending and income, output, employment, and prices.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent
Notes: This course is intended for economics majors and those preferring a quantitative approach.
Description: Extensions and elaboration of theories of aggregate production, consumption, savings and investment, and international trade and finance. Detailed analyses of aggregate demand and supply and applications to inflation and unemployment. Various models of a market economy’s performance, and analyses of monetary and fiscal policies for macroeconomic stabilization and growth.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: ECON 315
Groups: General Economics and Theory
ECON 311B Intermediate Macroeconomics - Descriptive
Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent
Notes: This course is intended for non-economics majors and those preferring a descriptive approach.
Description: Extensions and elaboration of the economic theories of the behavior of producers, consumers, and markets. Applications include analyses of the supply and demand for funds and characteristic of the financial system and a discussion of their origin and development. Emphasis on the determination of the price of credit and the term structure of interest rates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: AECN 445, NREE 445; ECON 315
Groups: General Economics and Theory

ECON 312A Intermediate Microeconomics - Quantitative
Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent
Notes: This course is intended for economics majors and those preferring a quantitative approach.
Description: Extension and elaboration of the economic theories of the behavior of producers, consumers, and markets. Applications include analyses of taxation, rationing and other government policies, price discrimination, cartels, unions, and international markets.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: ECON 315; ECON 471
Groups: General Economics and Theory

ECON 312B Intermediate Microeconomics - Descriptive
Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent
Notes: This course is intended for non-economics majors and those preferring a descriptive approach.
Description: Extension and elaboration of the economic theories of the behavior of producers, consumers, and markets. Applications include analyses of taxation, rationing and other government policies, price discrimination, cartels, unions, and international markets.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: AECN 340; AECN 445, NREE 445; ECON 315; ECON 471
Groups: General Economics and Theory

ECON 315 Economic Data Visualization and Analysis
Prerequisites: ECON 211, ECON 212, ECON 215 or equivalents, and either ECON 311A/ECON 311B or ECON 312A/ECON 312B as a prerequisite or concurrent.
Description: Learn to collect, clean, manage, describe, and visualize economic data using modern statistical software such as R, SQL, or Excel. Develop skills to apply economic analysis to business and policy issues. Builds upon the statistical skills and economic theories learned previously but will also introduce new statistical techniques and economic ideas. Each content area will be learned through applications and projects.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Experiential Learning: Case/Project-Based Learning

ECON 321 Introduction to International Economics
Prerequisites: ECON 211 and 212 or ECON 210
Description: Intermediate survey of international trade and factor movements; balance of payments; commercial policy; economic integration; international monetary system and institutions; exchange rates; and open economy macroeconomics.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 9 Global/Diversity
Groups: International Trade & Finance

ECON 365 Financial Institutions
Crosslisted with: FINA 365
Prerequisites: FINA 361 with a grade of C or above or ACTS 440/840
Description: Various institutions which collectively constitute the US financial system and a discussion of their origin and development. Analysis of the supply and demand for funds and characteristic of the main financial markets. Emphasis on the determination of the price of credit and the term structure of interest rates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Monetary Economics

ECON 389 Current Economic Issues
Prerequisites: ECON 210, or both ECON 211 and ECON 212; for juniors only.
Description: Critical analysis of economic issues based upon readings of current and historical importance. (Possible topics: pollution, discrimination, poverty, energy, agribusiness, health, demographics, ideology, and crime.)
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: General Economics and Theory
ECON 395 Professional Internship
Crosslisted with: BSAD 395, ACCT 395, ACTS 395, FINA 395, MNGT 395, SCMA 395
Prerequisites: An undergraduate major in the College of Business with at least sophomore standing and departmental consent and acceptance into an approved internship. Departmental credit for course cross-listings may have additional requirements for consent.
Notes: May be repeated.
Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the business field through an internship related to the major field of study and an integral or important part of their program of study. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.
Credit Hours: 0-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 24
Grading Option: Pass No Pass
Experiential Learning: Internship/Co-op

ECON 399 Independent Study
Prerequisites: Prior arrangement with and permission of individual faculty member and completion of proposed plan to departmental office
Description: Special research project or reading program under the direction of a staff member in the department.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 24
Grading Option: Pass No Pass

ECON 399H Honors: Independent Study
Prerequisites: Admission to the University Honors Program or by invitation.
Description: Special research project or reading program.
Credit Hours: 3-6
Min credits per semester: 3
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

ECON 403 Money and the Financial System
Crosslisted with: ECON 803
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Basic policy implications of monetary economics with special reference to the role of money in the determination of income, employment, and prices. Includes demand for and supply of money, commercial and central banking system, monetary policy-making, nonbank financial system, and other issues in monetary economics.
Credit Hours: 3
Min credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Monetary Economics

ECON 409 Applied Public Policy Analysis
Crosslisted with: ECON 809
Prerequisites: ECON 210, or both ECON 211 and ECON 212; ECON 215 or equivalent.
Description: Experience with research methods in economics. Statistical analysis to investigate economic issues and related policies; find relevant data; perform and interpret univariate and multivariate statistical analyses; and formulate and test specific hypotheses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Quantitative Economics

ECON 416 Statistics for Decision Making
Crosslisted with: ECON 816
Prerequisites: ECON 215
Description: Decision making under conditions of uncertainty. Introduction to Bayesian methods including the main methods of traditional statistics. Both prior knowledge and consequences of decision error are explicitly taken into account in the analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Quantitative Economics

ECON 417 Introductory Econometrics
Crosslisted with: ECON 817
Prerequisites: ECON 210, or both ECON 211 and ECON 212; ECON 215 or equivalent.
Description: Designed to give undergraduate and master's level economics students an introduction to basic econometric methods including economic model estimation and analyses of economic data. Hypothesis formulation and testing, economic prediction and problems in analyzing economic cross-section and time series data are considered.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: AECN 868
Groups: Econometrics
Experiential Learning: Research

ECON 419 Topics in Applied Research
Crosslisted with: ECON 819
Prerequisites: ECON 311A or ECON 312B and ECON 312A or ECON 312B
Description: Selected topics involving the use of quantitative methods in applied research.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL
Groups: Quantitative Economics
ECON 421 International Trade
Crosslisted with: ECON 821
Prerequisites: ECON 200, or both ECON 211 and ECON 212; ECON 312A or ECON 312B.
Description: Determinants of the volume, prices, and commodity composition of trade. Effects of trade, international resource movements, trade restrictions on resource allocation, income distribution, and social welfare.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: AECN 901D
Groups: International Trade & Finance

ECON 422 International Finance
Crosslisted with: ECON 822
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Determinants of exchange rates, international payments, inflation, unemployment, national income, and interest rates in an open economy. International monetary system and capital and financial markets, and of the mechanisms by which a national economy and the rest of the world adjust to external disturbances.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: International Trade & Finance

ECON 423 Economics of the Less Developed Countries
Crosslisted with: ECON 823
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Advanced survey of development problems and goals; roles of land, labor, capital, entrepreneurship, and technical progress in economic growth of the less developed countries. Theories and strategies relating to international trade and economic development.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: International Trade & Finance

ECON 425 Applied Game Theory
Prerequisites: ECON 212
Description: Introduction to game theory and strategic thinking, with applications drawn from economics, political science, finance, management, and other disciplines. Topics include dominance, Nash equilibrium, entry deterrence, reputation, signaling, strategic communication.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Industrial Organization & Reg

ECON 440 Regional Development
Crosslisted with: ECON 840
Prerequisites: ECON 210, or both ECON 211 and ECON 212; ECON 215
Description: Advanced analysis of regional growth and development. Emphasis on the relationship between national and regional growth as well as local attributes influencing development patterns. Comparisons between developed and developing countries used to highlight similarities and differences in development patterns and policies. Empirical applicability of regional economic models stressed.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING
ACE: ACE 10 Integrated Product
Groups: Comp Intrntnl & Reg Developmnt

ECON 445 Gender Economics and Social Provisioning
Crosslisted with: ECON 845, WMNS 445, WMNS 845
Prerequisites: ECON 211 or ECON 212
Description: Introduction to the field of feminist economics. Critiques of economic theory and methodology along with gender and household decision-making, the care economy, international migration, development, globalization, the feminization of labor markets, and macroeconomics.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Groups: General Economics and Theory
Experiential Learning: Research

ECON 448 Economics and Financial Management of Sports
Prerequisites: ECON 212, ECON 215 or STAT 218 or STAT 380 or EDPS 459
Description: An introduction to the economic and financial principles relevant to the intercollegiate athletic environment. Examination of the economic factors that influence the delivery of collegiate sport products. Study of the revenue streams and costs applicable to NCAA institutions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Comp Intrntnl & Reg Developmnt

ECON 450 Economics for Teachers
Crosslisted with: ECON 850
Description: Structure and function of the economic system and problems in achieving goals of efficient allocation of resources, full employment, stable prices, economic growth, and security. Emphasis on teaching of economics at the pre-college level.
Credit Hours: 2-6
Min credits per semester: 2
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded
Groups: Economic Education
ECON 457 19th Century United States Economic History
Crosslisted with: ECON 857, HIST 857, HIST 457
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Transformation of the United States economy from an agrarian to an industrial society and the impact of that transformation on people's livelihoods. The economic of slavery, the impact of the railroads, immigration, and the collective response of business and labor to industrialization.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ECON 458 20th Century United States Economic History
Crosslisted with: ECON 858, HIST 458, HIST 858
Prerequisites: ECON 211 and ECON 212, or ECON 210.
Description: Transformation of the United States economy in the twentieth century. Attention to the continued consolidation of the business enterprise, business cycle episodes including the Great Depression of the 1930's, organized labor, and the role of government in managing and coping with this transformation in economic life.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product

ECON 466 Pro-seminar in International Relations
Crosslisted with: POLS 466, POLS 866, AECN 467, ECON 866, HIST 479, HIST 879
Prerequisites: Senior standing and permission.
Notes: Open to students with an interest in international relations.
Description: Topic varies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option

ECON 467 Pro-seminar in International Relations II
Crosslisted with: ECON 867
Prerequisites: Senior standing and permission.
Notes: Open to students with an interest in international relations.
Description: Topics vary.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ECON 471 Public Finance
Prerequisites: ECON 211 and ECON 212; ECON 312A or ECON 312B.
Description: Microeconomic analysis of policy issues in public finance, emphasizing taxation. Includes public goods and externalities; analysis of tax incidence, efficiency, and equity; and fiscal federalism.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ECON 971
Experiential Learning: Fieldwork

ECON 472 Efficiency in Government
Crosslisted with: ECON 872
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Prepares students to conduct social and economic planning, program evaluation, and budgeting. Analysis of the delivery of government goods and services consistent with values and societal goals. Includes: philosophy of government, budget theory, social indicators, social fabric matrix, cost effective analysis, technology assessment, evaluation of the natural environment, and time analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Public Finance
Experiential Learning: Fieldwork

ECON 477 Economics of the Law
Prerequisites: ECON 212
Description: Economic analysis of the law, focusing on incentives and the efficiency of the legal system. Topics the economic theory and analysis of tort, contract, property, corporate, and antitrust law. Some economic theory and analysis relevant to criminal law are also covered.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ECON 481 Economics of the Labor Market
Crosslisted with: ECON 881
Prerequisites: ECON 211, ECON 212 and ECON 215.
Description: Microeconomics of wages and employment; determinants of labor demand and supply; marginal productivity; bargaining theories of wages; labor mobility and allocation among employers; and the impact of unions, government policy, investment in human capital; and discrimination in labor markets.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product
Groups: Labor Economics

ECON 482 Labor in the National Economy
Crosslisted with: ECON 882
Prerequisites: ECON 211, ECON 212 and ECON 215.
Description: Macroeconomics aspects of labor economics; how the labor sector of the economy and the economy's overall performance are interrelated; analysis of the general level of wages, employment, unemployment, business cycles, and inflation.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product
Groups: Labor Economics
**ECON 485 The Regulatory Environment for Employment and Labor**  
**Crosslisted with:** MNGT 466, MNGT 866, ECON 885  
**Prerequisites:** Junior standing; MNGT 361  
**Description:** Government regulation of employment and labor relations. Includes laws and agencies relating to employment practices, pay, hours, equal employment opportunity, labor relations, safety, health, pensions, and benefits. Social and economic implications of governmental regulation considered.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Groups:** Labor Economics  

**ECON 499H Honors Thesis**  
**Prerequisites:** Admission to the University Honors Program or by invitation, and permission.  
**Description:** Conduct a scholarly research project and write a University Honors Program thesis.  
**Credit Hours:** 3-6  
**Min credits per semester:** 3  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Graded  

**ENTR 121 Introduction to Entrepreneurship and Innovation**  
**Crosslisted with:** MNGT 121  
**Description:** Combines the expertise of Business College faculty with real world experiences of successful practitioners to examine the success principles of the free enterprise system and provide students an understanding of the nature of entrepreneurship and intrapreneurship.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  

**ENTR 275 Agribusiness Entrepreneurial Finance**  
**Crosslisted with:** AECN 275, EAEP 275, PLAS 275  
**Description:** Overview of financial issues for agribusiness start-ups. Business funding specific to new enterprises. Case studies on financial practices for start-up firms.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  

**ENTR 321 Foundations of Entrepreneurship**  
**Crosslisted with:** MNGT 321  
**Prerequisites:** Sophomore Standing  
**Description:** Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. First-hand accounts from personal experiences in creating new products, services, and ideas. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Prerequisite for:** ENTR 421, MNGT 421; ENTR 422, MNGT 422; ENTR 423, MNGT 423  

**ENTR 321B Foundations of Entrepreneurship**  
**Crosslisted with:** MNGT 321B  
**Prerequisites:** Sophomore Standing. Acceptance into the Clifton Builders Program.  
**Description:** Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. First-hand accounts from personal experiences in creating new products, services, and ideas. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Offered:** FALL/SPR  
**Prerequisite for:** ENTR 421, MNGT 421; ENTR 422, MNGT 422; ENTR 423, MNGT 423  
**Experiential Learning:** Student Teaching/Education Practicum  

**ENTR 322 Family Business**  
**Crosslisted with:** MNGT 322  
**Description:** The opportunities and challenges that are distinctive to businesses owned and operated by members of a family. Shared governance, leadership development, succession, and family-business tensions.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Experiential Learning:** Fieldwork  

**ENTR 291 Special Topics in Entrepreneurship for Non-Business Majors**  
**Notes:** Will not fulfill any of the requirements for a degree in the College of Business Administration.  
**Description:** Variety of topics in small business and entrepreneurship, including, but not limited to marketing, finance, human resources, and operations.  
**Credit Hours:** 1-6  
**Min credits per semester:** 1  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Graded with Option
ENTR 325 The 48 Hour Challenge: Building Entrepreneurial Teams and Testing Ideas
Crosslisted with: MNGT 325
Description: Provides an opportunity to experience the highs, lows, fun, and pressure of developing a business idea and working in a startup environment. Understand the challenging trade-offs entrepreneurs face as they launch a new business, product, service, or process. Identify and evaluate potential business opportunities in the marketplace using established tools. Formulate and justify a pitch for a new product or service.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded with Option

ENTR 326 Venture Finance: The Basics and Essentials of Startup Financing
Crosslisted with: MNGT 326
Notes: Open to students of all majors and colleges at the University of Nebraska-Lincoln; Some sections may include mentors from the community who are local entrepreneurs and business community members from the entrepreneurship ecosystem in Lincoln and Omaha.
Description: Provide a real-world look at raising money for "start-up companies" and why it matters. Open-forum discussion, practical application exercises, and examination of real-world case studies.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded with Option

ENTR 327 Entrepreneurial Creativity
Crosslisted with: MNGT 327
Description: Develop your creativity by examining it within the context of entrepreneurship. Learn how entrepreneurial processes can develop our creative abilities in a variety of contexts, including (but not limited to) the new business context.
Credit Hours: 2
Max credits per semester: 2
Max credits per degree: 2
Grading Option: Graded

ENTR 328 How to Pitch Yourself and Your Ideas
Crosslisted with: MNGT 328
Description: Introduction to the basic concepts of how to present yourself and ideas in a compelling manner. Explore how to prepare, design, and deliver a persuasive presentation. Utilize lectures, readings, discussions, reflection papers, and presentations to develop presentation or "pitch" skills
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass

ENTR 388 Business Systems in Entrepreneurship
Crosslisted with: PLAS 388, EAEP 388, ABUS 388
Description: Introductory models for a startup business. Ideation, customer segments, value proposition, minimal viable product and market fit.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Offered: FALL/SPR
Prerequisite for: PLAS 301

ENTR 421 Identifying and Exploring Entrepreneurial Opportunities
Crosslisted with: MNGT 421
Prerequisites: Junior Standing; ENTR/MNGT 321
Notes: Cannot be taken Pass/No Pass.
Description: Covers the creative skills fundamental to the process of identifying and exploiting entrepreneurial opportunities and the analytical toolkit needed to explore the feasibility of an entrepreneurial opportunity. Integrates experiential exercises, thought leadership in the field, and case study analysis to hone in on the critical importance of the entrepreneurial mindset to society. A variety of contexts are considered, including traditional small businesses, social/non-profit organizations, and innovative efforts within established firms
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ENTR 424
Experiential Learning: Fieldwork

ENTR 422 Managing Rapid Growth and Change in Organizations
Crosslisted with: MNGT 422
Prerequisites: Junior standing; ENTR/MNGT 321
Notes: Cannot be taken Pass/No Pass
Description: Addresses financial, human resource, operations and marketing issues that face entrepreneurs whose businesses are confronted with significant growth. In addition, will learn change management concepts that are targeted towards managing an organization in extremely turbulent times. Prepares students to work in fast-growth firms, whether they are interested in starting their own business or joining an already established fast-growth firm. Helpful for students interested in fast-growth industries such as life science and high technology.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ENTR 424

ENTR 422A Small Business Owner
Crosslisted with: MNGT 422A
Prerequisites: Junior standing
Description: The obligations and operating practices required by ownership of one's own business, whether new or acquired. Interactions with owners of small businesses (e.g., on-site visits and discussions). Cases and projects relevant to small businesses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
ENTR 423 Business Plan Development and Decision Making
Crosslisted with: MNGT 423
Prerequisites: Junior standing; ENTR/MNGT 421
Notes: Cannot be taken Pass/No Pass.
Description: Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own business plan writing, through in-depth cases studies, by engaging in role plays and by interacting with business executives. Business plans are a critical part of any organization, thus, preparing students to develop business plans for a variety of new concepts and ideas, whether inside an established firm or as part of the start-up new venture. Students will be asked to enter their business plans into the business planning competitions in which the university participates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ENTR 424
Experiential Learning: Research

ENTR 424 Practicum in Entrepreneurship
Prerequisites: ENTR 421, ENTR 422, and ENTR 423
Description: Practicum in Entrepreneurship. This course provides a hands-on experience. Students will choose one of two paths. They will work on their own start-up or they will intern at a start-up business. Students are responsible for weekly progress reports and other assignments suited to their path.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ENTR 424

ENTR 425 Franchising
Crosslisted with: MNGT 425
Description: Introduction to franchising, how it relates to the entrepreneurial journal, and the differences compared to the traditional business model. Explores how to choose between buying an independent business and joining a franchise network and what makes a successful franchisee compared to another.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ENTR 488 Entrepreneurship and Enterprise Development
Crosslisted with: PLAS 488, HORT 888, EAEP 488, EAEP 888, AGRO 888, ENTR 888, ABUS 488
Description: The process of starting your own enterprise. Competitive environment, risk management, finance for business startups, funding, and business plan writing.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Offered: FALL/SPR
ACE: ACE 10 Integrated Product

FINA 260 Personal Finance
Description: Introductory course in the finance area with concentration in personal financial applications. Includes: income and occupation, expenditures, budgeting, consumerism, taxes, consumer credit, banking services, savings and savings instruments, life insurance, social security, annuities, pensions, health insurance and care, automobile, fire, and property insurance, home ownership, investments and securities, mutual funds, and estate planning including wills, trusts, estates, death taxes, and gift taxes.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 6 Social Science

FINA 300 Financial Decision Making
Prerequisites: For non-CoB students only; 2.5 cum GPA; ACCT 200 (or ACCT 201 and ACCT 202) and ECON 200 (or ECON 211 and ECON 212).
Notes: Credit toward the degree cannot be earned in both FINA 300 and FINA 361/361A/361H.
Description: Covers the basic principles of Financial Decision Making with an emphasis on time value of money, financial statement analysis, working capital management, capital budgeting and risk management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: CNST 476, CONE 476; FINA 382

FINA 307 Principles of Individual Risk Management and Insurance
Prerequisites: ECON 210 or 211
Description: Fundamentals of risk management and insurance. The nature and treatment of pure loss exposures, legal principles, property and liability insurance, life and health insurance, social insurance, and the functional and financial operation of insurance companies. Personal risk management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 307H Honors: Principles of Individual Risk Management and Insurance
Prerequisites: ECON 210 or 211
Description: Fundamentals of risk management and insurance. The nature and treatment of pure loss exposures, legal principles, property and liability insurance, life and health insurance, social insurance, and the functional and financial operation of insurance companies. Personal risk management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
FINA 338 Principles of Individual and Corporate Risk Management
Prerequisites: 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/840
Description: Identification and management of risk at the individual and corporate level. The risk management process and tools for risk management. Different personal insurance policies and corporate risk management methods and their applications. Analysis of value creation of corporate risk management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 361 Finance
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 & ACCT202; ECON211 & ECON212; ECON215 or equivalent; SCMA 250.) Prereqs differ for RAIKES, ACTS, & ABUS majors - see bulletin for exceptions.
Notes: Cannot be taken Pass/No Pass. Credit toward the degree may only be earned in one of FINA 300, FINA 361, FINA 361A, and FINA 361H. FINA 361 may replace D and F grades in FINA 361A.
Description: Scope and content of the finance specialization; survey of the major theoretical issues; the financial instruments; analysis of the capital management problems; and development of criteria for financial decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

Prerequisite for: AECN 416; ECON 365, FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450; FINA 464; MNGT 475

FINA 361A Finance
Prerequisites: Freshman or Sophomore Only; 3.25 GPA; ACCT 201; ECON 211 and ECON 215 or equivalent; MATH 104 or MATH 106 or MATH 107 or MATH 208. Prereqs differ for RAIKES, ACTS, & ABUS Majors - see bulletin for exceptions.
Notes: Cannot be taken Pass/No Pass. Credit toward the degree may only be earned in one of FINA 300, FINA 361, FINA 361A, and FINA 361H.
Description: Scope and content of the finance specialization with emphasis on financial modeling used for valuation; in-depth analysis of major theoretical issues; analysis of capital management problems and criteria for financial decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL

FINA 361H Honors: Finance
Prerequisites: CBA Hon; Soph standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Cannot be taken Pass/No Pass. Credit toward the degree may only be earned in one of FINA 300, FINA 361, FINA 361A, and FINA 361H.
Description: Scope and content of the finance specialization; survey of the major theoretical issues; the financial instruments; analysis of the capital management problems; and development of criteria for financial decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

Prerequisite for: FINA 463; FINA 468; FINA 475

FINA 363 Investment Principles
Prerequisites: 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/840
Description: Survey of investment risks and rewards, the operation of the securities business, and an introduction to the problems of qualitative and quantitative analysis and portfolio selection.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: FINA 463; FINA 468; FINA 475

FINA 365 Financial Institutions
Crosslisted with: ECON 365
Prerequisites: FINA 361 with a grade of C or above or ACTS 440/840
Description: Various institutions which collectively constitute the US financial system and a discussion of their origin and development. Analysis of the supply and demand for funds and characteristic of the main financial markets. Emphasis on the determination of the price of credit and the term structure of interest rates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Groups: Monetary Economics

FINA 367 Fixed Income Investments
Prerequisites: 2.5 cum GPA; FINA 361/361H with a grade of C or better; or ACTS 440/840
Description: This course is designed to provide students with a basic understanding of fixed-income markets, fixed-income securities, and tools employed by market participants to the analysis of fixed-income investments. The main topics include (1) debt and money markets, (2) interest rate behavior and determination, (3) bond valuation, (4) managing bond risk, (5) bonds with embedded options, and (6) mortgage-backed and asset-backed securities.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
FINA 375 Financial Statement Analysis  
**Prerequisites:** 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/840  
**Notes:** Letter grade only  
**Description:** Analysis of the environment in which financial reporting choices are made and what the options are. How financial statements and data are used for various types of decisions. How to avoid misusing financial statement data.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

FINA 382 Real Estate Principles and Practice  
**Prerequisites:** FINA 361/361H or FINA 300 or ACTS 440/840  
**Description:** Real estate market: ownership, interests, sales, leases and agencies, special financing institutions, financial aspects of ownership, managerial aspects of brokerage, property valuation, and real estate appraising.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

FINA 395 Professional Internship  
**Crosslisted with:** BSAD 395, ACTT 395, ACTS 395, ECON 395, MNGT 395, SCMA 395  
**Prerequisites:** An undergraduate major in the College of Business with at least sophomore standing and departmental consent and acceptance into an approved internship. Departmental credit for course cross-listings may have additional requirements for consent.  
**Notes:** May be repeated.  
**Description:** Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the business field through an internship related to the major field of study and an integral or important part of their program of study. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.  
**Credit Hours:** 0-3  
**Min credits per semester:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 6  
**Grading Option:** Graded with Option  
**Experiential Learning:** Internship/Co-op

FINA 398 Special Topics  
**Prerequisites:** Permission of Department Chair.  
**Credit Hours:** 1-6  
**Min credits per semester:** 1  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Graded

FINA 399 Independent Study  
**Prerequisites:** Permission.  
**Description:** Special research project or reading program.  
**Credit Hours:** 1-6  
**Min credits per semester:** 1  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Pass No Pass

FINA 399H Honors: Independent Study  
**Prerequisites:** Good standing in the University Honors Program or by invitation; permission of supervising faculty member and departmental chair.  
**Description:** Special research project or reading program under the direction of a faculty member from the department.  
**Credit Hours:** 3-6  
**Min credits per semester:** 3  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Graded

FINA 401 Quantitative Financial Analysis  
**Prerequisites:** FINA 361  
**Description:** Applications of quantitative analysis in financial economics. Rigorous development of time value of money principles, asset pricing models and valuation methods in Finance. Emphasis on the derivation of the basic concepts in financial analysis.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

FINA 412 Life and Health Insurance  
**Crosslisted with:** FINA 812  
**Prerequisites:** 2.5 cum GPA; FINA 338  
**Description:** The economic functions of life insurance. The human-life value concept and the basic forms of life insurance and annuities used in insuring life values. Life insurance pricing, functional company operations, legal aspects, and contractual provision. Health and other specialized forms of human-life value insurance.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

FINA 420 Employee Benefit Plans  
**Crosslisted with:** FINA 820  
**Prerequisites:** ECON 210 or 211 and 212; FINA 307  
**Description:** Analysis of group life insurance, group medical expense and disability income insurance, private pension plans, profit sharing and thrift plans, Section 401(k) plans, individual retirement accounts (IRAs), Keogh plans for the self-employed, group property and liability insurance, and other employee benefits. An analysis of major public policy issues.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

FINA 429 Undergraduate Seminar in Japanese Business  
**Description:** Japanese business techniques in the five functional areas: accounting, economics, finance, management, and marketing. Historical perspective and current practices are emphasized. Strong academic emphasis as well as lectures by academicians, business people, and civil servants. Student may apply only 3 hrs towards satisfying the requirements for their major. The other 3 hrs will be used as business elective credit. Course offered in English only by the faculty of the College of Business of Senshu University, Tokyo, Japan. Plant and office visits required.  
**Credit Hours:** 6  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Graded
FINA 438 Enterprise Risk Management
Crosslisted with: FINA 838
Prerequisites: FINA 338
Description: Major and minor pure loss exposures facing business firms, the alternative risk management techniques for dealing with these exposure, the most appropriate technique(s) for controlling each exposure, and the financial results so the risk management program remains effective. Actual risk management audits of business firms and case studies are used to integrate the concepts, techniques, and tools.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 450 International Financial Management
Prerequisites: 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/840
Description: International aspects of corporate financial management and financial institutions. Decision making by individual businesses in foreign operations. Explores interaction of multinational corporations and world capital markets with emphasis on quantitative techniques. Current theoretical and practical issues in international finance.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 461 Advanced Finance
Crosslisted with: FINA 861
Prerequisites: 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/840
Description: Advanced development of the corporate finance tools used in financial management. Application of quantitative techniques used in financial statement forecasting, advanced capital budgeting, advanced cost of capital estimation, corporate valuation, and external financing policy of the firm.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 463 Security Analysis and Warren Buffett Business Valuation Techniques
Prerequisites: 2.5 cum GPA; FINA 363
Notes: Letter grade only
Description: Analysis of security instruments, fixed income, equities, convertibles, and business valuation. Both fundamental and technical analysis are treated. Valuation methodologies employed by analysts. The criteria used by Warren Buffett for evaluation of potential acquisitions and investments. Application of computer techniques and models.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 464 Investors with Purpose
Prerequisites: FINA 361 or ACTS 440 and permission
Description: The purpose and function of capital markets. The role of asset managers in fixed income markets, public equity markets and private markets. Emphasis is on the purpose of finance and investing and how it impacts lives. Core topics include ESG investing and private wealth management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 465 Bank Management
Crosslisted with: FINA 865
Prerequisites: 2.5 cum GPA; FINA 361/361H with a grade of C or above or ACTS 440/840; and FINA 365
Description: Bank asset management; policy and practices for reserves, loans and investments. Internal organization of commercial banks. New problems and recent innovations in commercial banking.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 467 Options, Futures and Derivative Securities
Crosslisted with: FINA 867
Prerequisites: 2.5 cum GPA; FINA 338 or 367 or 863
Description: The use of derivative securities in risk reduction and portfolio management strategies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 481 Investment Finance
Prerequisite for: ACTS 405

FINA 487A Options, Futures and Derivative Securities for Actuarial Science
Crosslisted with: FINA 867A
Prerequisites: ACTS 441 and STAT 380
Description: Introduction to financial mathematics related to pricing of derivative securities, including standard options, exotic options and interest rate and bond derivatives. Covers required material for the Society of Actuaries Models for Financial Economics (MFE) exam.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 488 Portfolio Practicum I
Prerequisites: FINA 363 and admission to the Finance Department's CFA - Investment Option.
Notes: The first course of a two-semester sequence that includes FINA 469/869. Letter grade only.
Description: Practical experience in financial asset management. Economic and industry information, money and capital market forecasts, to determine how to select individual securities and how to develop a portfolio strategy.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: FINA 469
FINA 469 Portfolio Practicum II
Prerequisites: FINA 468
Notes: The second course of a two-semester sequence that includes FINA 468/466. Letter grade only.
Description: This course is designed to introduce students from non-business fields to the role of managers in various organizational structures and types. Students will explore how the practice of management is relevant to their chosen field of study or academic discipline. This course will provide an analysis of organizations and the management processes of planning, organizing, directing and controlling. Individual, group, intergroup and organizational responses to various environments and technologies are studied as well as pertinent techniques of human capital management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 475 Strategic Financial Management
Prerequisites: Senior standing; Finance Major; 2.5 GPA; FINA 363; FINA 461/861
Description: Strategic corporate financial decisions on firm value. Cases and projects that synthesize material from other courses within the finance major and core business classes. The application of financial and business principles in value-based management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 482 Real Estate Finance
Crosslisted with: FINA 882
Prerequisites: FINA 382
Description: Consideration of procedure, instruments, techniques, and trends in financing urban real property; an examination of real estate credit markets and sources of funds (private and public); valuation of real property for lending and investment purposes; and measurement of investment performance.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

FINA 499H Honors Thesis
Prerequisites: Good standing in the University Honors Program or by invitation, and permission.
Description: Conduct a scholarly research project. Write a University Honors Program or undergraduate thesis.
Credit Hours: 3-6
Min credits per semester: 3
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

MNGT 121 Introduction to Entrepreneurship and Innovation
Crosslisted with: ENTR 121
Description: Combines the expertise of Business College faculty with real world experiences of successful practitioners to examine the success principles of the free enterprise system and provide students an understanding of the nature of entrepreneurship and intrapreneurship.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 189H University Honors Seminar
Prerequisites: Good standing in the University Honors Program or by invitation.
Notes: University Honors Seminar 189H is required of all students in the University Honors Program. Topic varies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 198 Special Topics in Management
Description: Variety of topics on the undergraduate level.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 300 Management Essentials For Contemporary Organizations
Prerequisites: For non-CoB students only; Sophomore Standing
Notes: Credit towards the degree cannot be earned in both MNGT 300 and MNGT 320. Letter grade only.
Description: This course is designed to introduce students from non-business fields to the role of managers in various organizational structures and types. Students will explore how the practice of management is relevant to their chosen field of study or academic discipline. This course will provide an analysis of organizations and the management processes of planning, organizing, directing and controlling. Individual, group, intergroup and organizational responses to various environments and technologies are studied as well as pertinent techniques of human capital management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 342; MNGT 461; MNGT 463; MNGT 464; MNGT 475
MNGT 301H Honors Introduction to Management
Prerequisites: CoB Hon Acad students; Soph; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201&202; ECON211&212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MNGT300 and MNGT301/MNGT301H. Cannot be taken Pass/No Pass.
Description: Nature of management - who managers are and what they do. Broad overview of best managerial practices. Framework for understanding contextual influences involved in both managing and being managed. Examines the multiple roles held by the manager: planning, organizing, controlling and leading an organization. Focus primarily on for-profit companies but also relevant to other types of organizations (non-profit and public sector).
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MNGT 342; MNGT 461; MNGT 463; MNGT 464

MNGT 311 Leadership, Communication and Teams
Prerequisites: Sophomore Standing.
Notes: Credit towards the degree cannot be earned in both MNGT 311 and MNGT 467/467.
Description: Building on theory and historical and contemporary perspectives, this course will examine the process of leadership development, with a focus on relational models of leadership. The course will also focus on group dynamics and the promotion of optimum team performance. Students will learn the processes of group formation and how to take advantage of the talents of each group member to enhance the achievement of group objectives. The differences between groups and teams and how to structure work among group/team members to maximize learning and goal attainment will be emphasized. Learning and practicing new ways of communication will be a central component of this course.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 321 Foundations of Entrepreneurship
Crosslisted with: ENTR 321
Prerequisites: Sophomore Standing
Description: Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. First-hand accounts from personal experiences in creating new products, services, and ideas. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ENTR 421, MNGT 421; ENTR 422, MNGT 422; ENTR 423, MNGT 423

MNGT 311B Family Business
Crosslisted with: ENTR 321B
Prerequisites: Sophomore Standing. Acceptance into the Clifton Builders Program.
Description: Development of strategies for the management of businesses. Focuses on understanding the unique opportunities and challenges of managing a family business. The course will focus on the unique challenges that are distinctive to businesses owned and operated by members of a family. Shared governance, leadership development, succession, and family-business tensions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Experiential Learning: Fieldwork

MNGT 322 Family Business
Crosslisted with: ENTR 322
Description: The opportunities and challenges that are distinctive to businesses owned and operated by members of a family. Shared governance, leadership development, succession, and family-business tensions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Experiential Learning: Fieldwork

MNGT 324B Building a Life for Impact
Prerequisites: Acceptance into the Clifton Builders Program
Notes: Initial course for all students accepted into the Clifton Builders Program.
Description: An exploration of personal strengths and individual uniqueness for creating growth and impact in organizations. Focuses on developing expertise in strengths-based leadership, well-being, and employee engagement.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL

MNGT 325 The 48 Hour Challenge: Building Entrepreneurial Teams and Testing Ideas
Crosslisted with: ENTR 325
Description: Provides an opportunity to experience the highs, lows, fun, and pressure of developing a business idea and working in a startup environment. Understand the challenging trade-offs entrepreneurs face as they launch a new business, product, service, or process. Identify and evaluate potential business opportunities in the marketplace using established tools. Formulate and justify a pitch for a new product or service.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded with Option
MNGT 326 Venture Finance: The Basics and Essentials of Startup Financing
Crosslisted with: ENTR 326
Notes: Open to students of all majors and colleges at the University of Nebraska-Lincoln; Some sections may include mentors from the community who are local entrepreneurs and business community members from the entrepreneurship ecosystem in Lincoln and Omaha.
Description: Provide a real-world look at raising money for "start-up companies" and why it matters. Open-forum discussion, practical application exercises, and examination of real-world case studies.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded with Option

MNGT 327 Entrepreneurial Creativity
Crosslisted with: ENTR 327
Description: Develop your creativity by examining it within the context of entrepreneurship. Learn how entrepreneurial processes can develop our creative abilities in a variety of contexts, including (but not limited to) the new business context.
Credit Hours: 2
Max credits per semester: 2
Max credits per degree: 2
Grading Option: Graded

MNGT 328 How to Pitch Yourself and Your Ideas
Crosslisted with: ENTR 328
Description: Introduction to the basic concepts of how to present yourself and ideas in a compelling manner. Explore how to prepare, design, and deliver a persuasive presentation. Utilize lectures, readings, discussions, reflection papers, and presentations to develop presentation or 'pitch' skills.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass

MNGT 342 Introduction to Sports Management
Prerequisites: Sophomore standing and MNGT 300 or MNGT 301
Description: Provides an introduction to the sports industry and the factors that make it unique to other industries. Discuss basic management skills necessary in the operation of sports organizations. Examine social, behavioral, managerial, and strategic foundations of the sports industry.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 360 Managing Behavior in Organizations
Prerequisites: Sophomore standing
Notes: Cannot be taken Pass/No Pass.
Description: Foundations of organizational behavior. This course provides the basic knowledge for managing people in organizations by surveying frameworks for individual, group, and system behaviors. The course builds critical thinking skills by examining the role of perception, personality and attitudes, motivation, leadership, group dynamics, employee engagement, organizational culture, communication and decision making in the management of work.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: AECN 416; MNGT 475

MNGT 360H Honors: Managing Behavior in Organizations
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission. Sophomore standing.
Notes: Cannot be taken Pass/No Pass.
Description: The foundation and application of organizational behavior. Perspective, historical background, methodology, and theoretical framework for human behavior in organizations. Micro- (perception, personality and attitudes, motivation, and learning) interactive (group dynamics, conflict, stress, power and politics, and leadership), and macro- (communication, decision making, organization theory and design, and organizational culture) levels of analysis. Applications for performance improvement and organizational change and development.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: AECN 416; MNGT 475
MNGT 361 Human Resource Management
Prerequisites: Sophomore Standing
Description: Introductory course that approaches Human Resource Management from the perspective of the human resource professional and the individual manager or supervisor. Presents the integrated nature of human resource management and the operation of human resource policies and principles in the contemporary organizational environment. Materials will cover the challenges and opportunities faced by those who are charged with responsibility for acquisition, management, development, and retention of organizational human capital. Provides an overview of the typical human resource functions and requisite decision making in those areas.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MNGT 461; MNGT 463; MNGT 464

MNGT 365 Managing Diversity in Organizations
Description: Challenges and opportunities for maximizing the power of a diverse workforce. Contemporary response to the issues of effective management of pluralistic perspectives and the impact of diversity on organizational climate and productivity. Introduction to diversity competence skill development techniques, strategies, and best practices for organizational effectiveness.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 9 Global/Diversity

MNGT 395 Professional Internship
Crosslisted with: BSAD 395, ACCT 395, ACTS 395, ECON 395, FINA 395, SCMA 395
Prerequisites: An undergraduate major in the College of Business with at least sophomore standing and departmental consent and acceptance into an approved internship. Departmental credit for course cross-listings may have additional requirements for consent.
Notes: May be repeated.
Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the business field through an internship related to the major field of study and an integral or important part of their program of study. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.
Credit Hours: 0-3
Min credits per semester: 3
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Graded with Option
Experiential Learning: Internship/Co-op

MNGT 398 Special Topics
Notes: Specific topic covered in any given term and credit awarded is to be determined by the instructor. Topic varies.
Description: Topics Vary
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 12
Grading Option: Graded

MNGT 399 Independent Study
Prerequisites: Junior standing; permission of supervising instructor and department chair.
Description: Special research project or reading program.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 12
Grading Option: Graded

MNGT 399H Honors: Independent Study
Prerequisites: Good standing in the University Honors Program or by invitation; permission of instructor and department chair.
Description: Special research project or reading program.
Credit Hours: 3-6
Min credits per semester: 3
Max credits per semester: 6
Max credits per degree: 12
Grading Option: Graded

MNGT 411 Philanthropy and Leadership
Prerequisites: Junior standing
Notes: Cannot be taken Pass/No Pass
Description: Significant community engagement by conducting an entire philanthropic grant process across the semester. Fosters understanding of how strategic giving has social impact. Examine the structure of projects. Refine leadership through applied group work. Focus on philanthropic environment and awareness of corporate and non-profit contributions as they create social change within the community.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Experiential Learning: Community Engagement

MNGT 412 Negotiating and Conflict Management
Prerequisites: Junior standing.
Notes: Cannot be taken Pass/No Pass.
Description: Management in organizational settings requires skillful negotiation. This course will help develop a set of useful negotiation skills and strategies. Course uses a series of negotiation simulations and debriefings that help students learn to identify different types of conflict situations; learn to employ appropriate, purposeful negotiation techniques; and learn to evaluate negotiated outcomes.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MNGT 413 Building Ethical and Sustainable Organizations
Prerequisites: Junior standing.
Notes: Credit toward the degree cannot be earned in both MNGT 413 and UHON 395H. Cannot be taken Pass/No Pass.
Description: Examines how ethical organizations are created to engage with and prosper in natural, economic, and social environments.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
### MNGT 414 International Management
**Prerequisites:** Junior standing
**Notes:** Cannot be taken Pass/No Pass.

**Description:** Introduction to major management issues that companies face when doing business internationally. Prepare leaders to deal with a wide array of cultural, economic, legal, and technological differences. Deal with concepts, issues, and research in international management, with a focus on the international application of: (1) culture, communication, and leadership, (2) strategic management, and (3) development and coordination of international subsidiaries.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded

**ACE:** ACE 9 Global/Diversity

### MNGT 421 Identifying and Exploring Entrepreneurial Opportunities
**Crosslisted with:** ENTR 421
**Prerequisites:** Junior Standing; ENTR/MNGT 321
**Notes:** Cannot be taken Pass/No Pass.

**Description:** Covers the creative skills fundamental to the process of identifying and exploiting entrepreneurial opportunities and the analytical toolkit needed to explore the feasibility of an entrepreneurial opportunity. Integrates experiential exercises, thought leadership in the field, and case study analysis to hone in on the critical importance of the entrepreneurial mindset to society. A variety of contexts are considered, including traditional small businesses, social/non-profit organizations, and innovative efforts within established firms.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Prerequisite for:** ENTR 424
**Experiential Learning:** Fieldwork

### MNGT 422 Managing Rapid Growth and Change in Organizations
**Crosslisted with:** ENTR 422
**Prerequisites:** Junior Standing; ENTR/MNGT 321
**Notes:** Cannot be taken Pass/No Pass.

**Description:** Addresses financial, human resource, operations and marketing issues that face entrepreneurs whose businesses are confronted with significant growth. In addition, will learn change management concepts that are targeted towards managing an organization in extremely turbulent times. Prepares students to work in fast-growth firms, whether they are interested in starting their own business or joining an already established fast-growth firm. Helpful for students interested in fast-growth industries such as life science and high technology.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Prerequisite for:** ENTR 424

### MNGT 422A Small Business Owner
**Crosslisted with:** ENTR 422A
**Prerequisites:** Junior standing

**Description:** The obligations and operating practices required by ownership of one’s own business, whether new or acquired. Interactions with owners of small businesses (e.g., on-site visits and discussions). Cases and projects relevant to small businesses.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded with Option

### MNGT 423 Business Plan Development and Decision Making
**Crosslisted with:** ENTR 423
**Prerequisites:** Junior standing; ENTR/MNGT 421
**Notes:** Cannot be taken Pass/No Pass.

**Description:** Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own business plan writing, through in-depth cases studies, by engaging in role plays and by interacting with business executives. Business plans are a critical part of any organization, thus, preparing students to develop business plans for a variety of new concepts and ideas, whether inside an established firm or as part of the start-up new venture. Students will be asked to enter their business plans into the business planning competitions in which the university participates.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Prerequisite for:** ENTR 424
**Experiential Learning:** Research

### MNGT 425 Franchising
**Crosslisted with:** ENTR 425

**Description:** Introduction to franchising, how it relates to the entrepreneurial journal, and the differences compared to the traditional business model. Explores how to choose between buying an independent business and joining a franchise network and what makes a successful franchisee compared to another.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded

### MNGT 451 Strengths Coaching, Theory and Practice
**Prerequisites:** Accepted as a Student Strengths Coach
**Notes:** Required course towards becoming a Certified Student Strengths Coach through the Clifton Strengths Institute.

**Description:** Provides in-depth knowledge of strengths-based development and techniques to maximize the individual potential of others through the exploration and application of CliftonStrengths. Develops skills to be successful in coaching and positively impacting student development, engagement, and well-being in college and after graduation.

**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Offered:** SPRING

**Experiential Learning:** Student Teaching/Education Practicum
MNGT 461 Strategic Human Resource Management  
**Prerequisites:** Junior Standing; MNGT 301 and MNGT 361  
**Description:** Engage with the theory and practice of strategic human resource management in contemporary organizational settings. Examine the fundamentals of HRM strategic planning and scenario models. Learn the importance of evidenced based decision making, and using HRM analytics such as return on investment. Primary focus on human resource management effectiveness and engagement as a strategic partner in organizations.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

MNGT 462 Labor Relations  
**Crosslisted with:** MNGT 862  
**Prerequisites:** Junior standing; MNGT 360 or ECON 381  
**Description:** Interdisciplinary approach to labor-management relations with emphasis on collective bargaining and grievance administration. Appreciation of collective bargaining process gained through actual negotiating of a labor-management contract. On-going union-management relationships explored.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

MNGT 463 Compensation Administration  
**Prerequisites:** Junior Standing; MNGT 301 and MNGT 361  
**Description:** Design and administration of compensation systems. Deals with determinants of general level of pay, pay structures, wage and salary surveys, job analysis, job evaluation, performance evaluation, benefit plans, and financial incentive systems.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

MNGT 464 Talent Acquisition and Staffing  
**Prerequisites:** Junior Standing; MNGT 301 and MNGT 361  
**Description:** Explain the process by which organizations forecast employment needs, recruit potential employees, select high potential candidates from applicant pools, assess job performance levels, give feedback, train and develop existing employees, and deal with voluntary and involuntary turnover. Examples of tools used by HR professionals in the staffing process are provided. Evaluate and suggest improvements to real HR recruiting and selection systems based on the information learned in the classroom.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

MNGT 466 The Regulatory Environment for Employment and Labor  
**Crosslisted with:** ECON 485, MNGT 866, ECON 885  
**Prerequisites:** Junior standing; MNGT 361  
**Description:** Government regulation of employment and labor relations. Includes laws and agencies relating to employment practices, pay, hours, equal employment opportunity, labor relations, safety, health, pensions, and benefits. Social and economic implications of governmental regulation considered.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Groups:** Labor Economics

MNGT 470 Leadership, Communication & Teams in the Virtual World  
**Prerequisites:** Junior or Senior standing  
**Description:** Build skills for working successfully in the virtual world. Focus on issues and skill development impacting leadership, communication, and teamwork in the virtual world and effective practice of these skills.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Offered:** FALL/SPR

MNGT 475 Business Strategies  
**Prerequisites:** Open only to students in the College of Business. SR; 2.5 GPA; major in the College of Business; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; FINA 361; SCMA350 and SCMA331; MNGT301; SCMA 331; MRKT 341; or equivalent.  
**Notes:** Seniors graduating at the end of the current term will have first priority. Non-priority students may be dropped. Cannot be taken Pass/No Pass.  
**Description:** Learn the principal concepts, frameworks, and techniques of strategic management. Formulate and apply business strategies, analyze cases, explore business simulations, and gain an understanding and appreciation of how strategy affects careers, company performance, and industry attractiveness.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**ACE:** ACE 10 Integrated Product  
**Experiential Learning:** Case/Project-Based Learning
MNGT 475H Honors: Business Strategies
Crosslisted with: RAIK 476H
Prerequisites: Open CoB Hon, Raikes and Hon students in good & SR standing; 2.5 GPA; major in Col of Bus; BSAD220; ACCT201&202; ECON211&212; FINA361; SCMA350&331; MNGT301; MRKT341; or equiv. Prereqs differ for RAIKES, ACTS, & ABUS majors - see bulletin for exceptions
Notes: Cannot be taken Pass/No Pass.
Description: Learn the principal concepts, frameworks, and techniques of strategic management. Formulate and apply business strategies, analyze cases, explore business simulations, and gain an understanding and appreciation of how strategy affects careers, company performance, and industry attractiveness.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product
Experiential Learning: Case/Project-Based Learning

MNGT 475L Business Policies and Strategies Corporate Partners Lab
Prerequisites: Open only to CoB Honors Academy students in good standing. Must be taken concurrently with MNGT 475H.
Description: Application of strategic management theory and concepts to solve business problems for corporations.
Credit Hours: 2
Max credits per semester: 2
Max credits per degree: 2
Grading Option: Graded

MNGT 499H Honors Thesis
Prerequisites: Good standing in the University Honors Program or by invitation, and permission.
Description: Conduct a scholarly research project and write a University Honors Program or undergraduate thesis.
Credit Hours: 3-6
Min credits per semester: 3
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

MRKT 225 Agribusiness Entrepreneurship in Food Products Marketing
Crosslisted with: AECN 225, EAEP 225
Prerequisites: AECN 141 or ECON 212
Notes: Pass/No Pass option not allowed for College of Business majors.
Description: Marketing strategies and entrepreneurship ventures throughout a food systems channel from producers of agricultural commodities to processors of food products and the final consumer. Entrepreneurship studies dealing with food processors, wholesaling, retailing and food service firms. Create strategic marketing plan to introduce a new food product into a retail consumer market.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Offered: SPRING
Prerequisite for: AECN 316

MRKT 235 Introduction to Commodity Marketing
Crosslisted with: AECN 235
Prerequisites: AECN 141 or ECON 212
Notes: Pass/No Pass option not allowed for College of Business majors.
Description: This course focuses on the foundations of commodity markets. It discusses how markets were created, how commodities are traded from producers to final consumers, the role of transportation and storage, among other topics. It provides a broad and detailed discussion of economic theories behind markets, how they work in practice, and the current state of these markets in the world.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Offered: SPRING
Prerequisite for: AECN 325, MRKT 325; AECN 336

MRKT 257 Sales Communication
Notes: Letter Grade Only.
Description: Provides an introduction to the fundamentals of sales communication including verbal, listening and written skills. Students learn the various components of the selling process, develop a written selling plan, and gain experience in executing each step of the selling process through role play exercises.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 357; MRKT 372; MRKT 457; MRKT 460
ACE: ACE 2 Communication Competence

MRKT 300 Contemporary Marketing
Prerequisites: For non-CoB students only; 2.5 cum GPA; Sophomore standing, ECON 200 (or ECON 211 and 212)
Notes: Letter grade only. Fulfills the Marketing requirement for the minor in business administration for non-business students and is part of a six course sequence for the minor. Credit towards the degree cannot be earned in both MRKT 300 and MRKT 341.
Description: Survey of marketing principles for non-business students. Overview of the fundamental terms and concepts in contemporary marketing, introduction to real world marketing strategies and focuses on marketing’s role in organizations and businesses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MRKT 325 Marketing of Agricultural Commodities
Crosslisted with: AECN 325
Prerequisites: AECN 235
Notes: Pass/No Pass option not allowed for College of Business majors.
Description: Operation and use of agricultural commodity markets and institutions as applied to enterprise and firm risk management. Cash; futures and futures option markets; basis; hedging; price discovery; fundamental analysis; and risk management strategies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Prerequisite for: AECN 316
Course and Laboratory Fee: $40
MRKT 341 Marketing
Crosslisted with: ABUS 341
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified
(MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and
ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs
differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MRKT 300 and
MRKT 341/MRKT 341H. Cannot be taken Pass/No Pass.
Description: The marketing system, its relations with the socioeconomic
system, and the influences of each upon the other. Evolution and present
structure of marketing institutions and processes. Customer attributes
and behavioral characteristics, and how a marketing manager responds
to these in the design of marketing strategies, using research, product
development, pricing, distribution structure, and promotion.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MNGT 475; MRKT 345; MRKT 346, SCMA 346;
MRKT 347; MRKT 350; MRKT 355; MRKT 399; MRKT 425;
MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; SCMA 444;
MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490;
MRKT 491; SCMA 432; SCMA 447

MRKT 341H Honors: Marketing
Crosslisted with: RAIK 341H
Prerequisites: CoB Hon or Raikes in good standing or permission. SO;
2.5 GPA; Bus Qual (MATH104 or 106 or 107 or 208; BSAD220, ACCT201
and 202; ECON211 and 212; ECON215 or equivalent.) Prereqs differ for
RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MRKT 300 and
MRKT 341/MRKT 341H. Cannot be taken Pass/No Pass.
Description: The marketing system, its relations with the socioeconomic
system, and the influences of each upon the other. Evolution and present
structure of marketing institutions and processes. Customer attributes
and behavioral characteristics, and how a marketing manager responds
to these in the design of marketing strategies, using research, product
development, pricing, distribution structure, and promotion.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MNGT 475; MRKT 345; MRKT 346, SCMA 346;
MRKT 347; MRKT 350; MRKT 355; MRKT 399; MRKT 425;
MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; SCMA 444;
MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490;
MRKT 491; SCMA 432; SCMA 447

MRKT 346 Marketing Channels Management
Crosslisted with: SCMA 346
Prerequisites: MRKT 341
Description: Basic concepts used in analyzing marketing channels,
identifies the issues of designing sound channels, the issues of
managing them effectively, and evaluating their performance.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: SCMA 439; SCMA 474

MRKT 347 Marketing Communication Strategy
Prerequisites: MRKT 341
Description: Role of communication in the marketing process. Integration
of advertising, personal selling, sales promotion, packaging, public
relations, as well as their social, economic, and legal impact. Emphasis
on influence of marketing communication on consumer information
processing and decision making processes and determination and
evaluation of marketing communication opportunities, objectives,
messages, and effort.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 449

MRKT 350 Marketing Analytics
Prerequisites: BSAD 50 or equivalent; ECON 215; MRKT 341/341H; and
2.5 GPA
Notes: Letter grade only.
Description: Introduction to analytical methods of marketing analysis for
marketing decisions using data-based cases, including choice models,
mapping methods, clustering and mixture regression models, conjoint
analysis, sales response models, and data visualization. Applications
are in the areas of customer value assessment, segmentation, targeting,
brand positioning, new product development, and resource allocation.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 344

MRKT 355 Marketing Metrics
Prerequisites: MRKT 341
Description: Quantifying the success of marketing strategies and
programs in terms of measurements. The advantages and disadvantages
of competing metrics are discussed. Systematizing marketing metrics as
an organizational process is discussed.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 442

MRKT 356 Market Research
Prerequisites: MRKT 341, and ECON 215 or equivalent
Description: Introduction to methods and principles of investigation and
analysis used in making marketing decisions, from product development
to channel decisions, to advertising decisions. Planning studies,
proposing studies, conducting data gathering, analyzing and interpreting
data, reporting results.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 442

Business Administration 39
MRKT 357 Advanced Professional Selling
Prerequisites: MRKT 257; admission to Center for Sales Excellence or Permission
Notes: Letter Grade only
Description: Professional selling theory and practice. Sales processes, planning and delivery of sales presentations, and developing personal communications skills needed for professional selling. Professional selling practice and individual feedback for improvement. Ethical issues.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 460
MRKT 371 Sales Practicum I
Prerequisites: Admission to Center for Sales Excellence
Description: Develop a personal and professional brand, as well as learn effective career strategies in sales. Guest speakers from various companies share key developments in the sales profession, and what they look for in potential hires. Learn to put selling skills into practice to obtain a dream job.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
MRKT 372 Sales Practicum II
Prerequisites: MRKT 257 and admission into the Certificate Program in Sales Excellence.
Description: Practicum designed to enhance internship experience. Work closely with the instructor to develop an understanding of how sales concepts taught in class apply to the practical internship experience.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Experiential Learning: Internship/Co-op
MRKT 395 Professional Marketing Internship
Prerequisites: MRKT 341, an undergraduate major in the College of Business, and approval of study plan by a faculty supervisor.
Notes: This course may not count toward the major or minor in marketing.
Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the field of marketing through a marketing internship. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship under the direction of a faculty member.
Credit Hours: 0-3
Min credits per semester: 0
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Pass No Pass
Offered: FALL/SPR
Experiential Learning: Internship/Co-op
MRKT 399 Special Project
Prerequisites: MRKT 341 and approval of study plan by faculty member
Description: For advanced undergraduates with demonstrated ability and special interests in marketing who wish to undertake an individual project under the direction of a faculty member.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Pass No Pass
MRKT 399H Honors: Independent Study
Prerequisites: Good standing in the University Honors Program or by invitation, permission of instructor and departmental chair.
Description: Research project or reading program.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded
MRKT 425 Retailing Management
Prerequisites: MRKT 341
Description: Foundations and structure of retailing; role of the retailing executive; decision making in such problems as site selection, layout, organization, personnel policies, planning stock, buying, pricing, promotion, credit, customer services, merchandise control, budgeting, and research.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
MRKT 426 Services Marketing
Prerequisites: MRKT 341
Description: Services marketing and the services marketing process. Key concepts, issues and terminology. Specific tools and frameworks enabling communication with other professional marketers and analysis of services marketing situations to make realistic recommendations for managerial action.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
MRKT 428 Sports & Event Marketing
Prerequisites: MRKT 341
Description: Focuses on the development, promotion, and implementation of various forms of consumer experiences. Topics include, but are not limited to sports participation, sporting events, concerts, theatrical performances, museums, renaissance fairs, and theme parks. Topics covered will also include the planning, promotion, and logistical support needed to provide a meaningful experience to consumers.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
MRKT 429 Undergraduate Seminar in Japanese Business
Description: Japanese business techniques in the five functional areas: accounting, economics, finance, management, and marketing. Historical perspective and current practices emphasized. Strong academic emphasis as well as lectures by academicians, business people, and civil servants. Plant and office visits required. This course may count only as a free elective for students majoring in marketing. Course offered in English only by the faculty of the College of Business of Senshu University, Tokyo, Japan.
Credit Hours: 6
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded

MRKT 441 Digital Marketing and Electronic Commerce
Prerequisites: MRKT 341
Description: Strategies to deal with opportunities and challenges of evolving technology and marketing in digital networks of customers, suppliers, and employees; social and mobile marketing; different interactive marketing platforms for e-commerce; the future and strategic, societal, and ethical implications of technology and interactive marketing in e-commerce.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MRKT 442 Marketing Management
Prerequisites: Senior standing; Marketing major or International Business major with marketing as an option; MRKT 341; MRKT 345 or MRKT 350 or MRKT 355; AND 6 hours of marketing electives.
Description: Application of marketing principles to the solution of a wide variety of problems involving influence of the consumer, choice of channels, marketing legislation, and the management of merchandising, advertising, personal selling, sales promotion, pricing, and marketing research.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Experiential Learning: Case/Project-Based Learning

MRKT 443 Consumer Behavior: Marketing Aspects
Prerequisites: MRKT 341
Description: Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis of decision making by marketing managers.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MRKT 444 Supply Chain Logistics Management
Crosslisted with: SCMA 444
Prerequisites: MRKT 341 and SCMA 331
Description: Examination of physical distribution activities in the marketing mix from the viewpoints of both providers and users of components of logistics systems. Logistics problems of concern to the marketing manager include time and place utility concepts, spatial relationships of markets, channel design, transportation modes, and inventory management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: SCMA 474

MRKT 446 Quantitative Analysis in Marketing
Prerequisites: Senior standing; MRKT 341 and ECON 215 or equivalent
Description: Introduction to the use of quantitative techniques in marketing analysis. Emphasis on understanding and evaluating the applicability of existing models to marketing decision problems in such areas of competitive strategy, marketing mix analysis, pricing, promotion, distribution, and product policy.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MRKT 449 Marketing Communication Campaigns
Prerequisites: MRKT 341 and 347
Description: Managerial problems involved in the formulation, execution, and evaluation of marketing communication campaigns. Total marketing communication effort examined with particular emphasis to the potential role of marketing communication campaigns, audience identification, campaign objectives and messages, media strategy, and campaign evaluation. Case material dealing with campaigns for products, services, institutions, and political candidates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

MRKT 453 International Marketing
Prerequisites: MRKT 341 and Junior standing
Description: Marketing problems of international business. Export marketing and domestic marketing of USA products abroad. Influence of international institutions, culture, stage of development, and geography; problems in terminology, product policy, promotion, distribution, research, pricing, and starting marketing operations.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
MRKT 457 Customer Relationship Management and Sales Technologies  
**Prerequisites:** MRKT 257 and admission to Center for Sales Excellence  
**Notes:** Letter Grade only  
**Description:** Focuses on understanding and managing customer relationships through the use of technology. Learn about the customer lifecycle, customer lifetime value, and the importance of data for creating and maintaining good customer relationships. Train on current CRM systems and learn about the role of emerging technologies in the modern sales organization.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Offered:** FALL/SPR  
**Prerequisite for:** MRKT 460

MRKT 458 Sales Force Management  
**Prerequisites:** MRKT 341 or admission to Center for Sales Excellence  
**Notes:** Letter Grade only  
**Description:** This course covers issues faced by sales managers in building, directing, and leading a sales force. Topics include sales forecasting, territory structure design, hiring and managing salespeople, and compensation and performance evaluation systems.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

MRKT 460 Key Account Selling  
**Prerequisites:** MRKT 257; MRKT 357; MRKT 457; and admission to Center for Sales Excellence  
**Notes:** Letter Grade only  
**Description:** Teaches how to segment key accounts, how to identify high-margin business opportunities, how to sell to complex enterprises, and how to manage a Key Account team. Students practice key account presentations through role-play exercises and make actual calls and presentations to businesses in the region.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

MRKT 490 Special Topics in Marketing  
**Prerequisites:** MRKT 341 and permission  
**Description:** Topic varies.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 6  
**Grading Option:** Graded  
**Experiential Learning:** Student Teaching/Education Practicum

MRKT 491 International Studies in Business & Marketing  
**Prerequisites:** MRKT 341 or Permission of Program Coordinator, major interest in marketing.  
**Notes:** A passport to travel in some countries is required, an educational visa may be required. Student must confer with the College of Business (CoB) academic advisor to determine if course work is applicable to a specific CoB major. Travel outside the United States is required. Arrangements for payment and program costs (tuition, transportation, room and/or board, etc.) will vary depending on the program.  
**Description:** Primary study at site(s) outside the United States with topics to vary depending on the country(ies) and area of study.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded  
**Experiential Learning:** Fieldwork

MRKT 499H Honors Thesis  
**Prerequisites:** Good standing in the University Honors Program or by invitation, and permission.  
**Description:** Conduct a scholarly research project and write a University Honors Program or undergraduate thesis.  
**Credit Hours:** 3-6  
**Min credits per semester:** 3  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Grading Option:** Graded

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.*

**Transferable Skills**  
- Broad Knowledge of Business  
- Teamwork  
- Analytical Skills  
- Problem-Solving/Critical Thinking Skills  
- Oral and Written Communication Skills  
- Computer Skills  
- Interpersonal Skills

**Jobs of Recent Graduates**  
- Claims Professional, Berkshire Hathaway - Omaha, NE  
- Marketing Specialist, BMW - Munich, Germany  
- Trader, Eldorado Trading LLC - Chicago, IL  
- Analyst, Federal Reserve Bank of Kansas City - Kansas City, MO  
- Coach Support Specialist, Hudl - Lincoln, NE  
- Sales/Marketing/Game Night Promotions Associate, Lincoln Stars Hockey Team - Lincoln, NE
• Store Management Executive Development Program, Macy’s - Miami, FL
• Sales Representative, Sandhills Publishing - Lincoln, NE
• Transportation Manager, Union Pacific Railroad - Omaha, NE
• Event Management Specialist, University of Nebraska-Lincoln Athletic Department - Lincoln, NE

Internships
• Technician, Apple - San Francisco, CA
• Sales Intern, Assurity Life Insurance - Lincoln, NE
• Human Resource Generalist Intern, ConAgra Brands - Omaha, NE
• Technical Writer Intern, Fiserv - Lincoln, NE
• Marketing Intern, Hudl - Lincoln, NE
• Project Manager Intern, Kidwell - Lincoln, NE
• Finance Intern, Nelnet - Lincoln, NE
• Financial Analyst Intern, PepsiCo - Mexico City, Mexico
• Sales Intern, Sandhills Publishing - Lincoln, NE
• IT Support Intern, Spreetail - Lincoln, NE

Graduate & Professional Schools
• Master’s of Business Administration (MBA), Emory University - Atlanta, GA
• Master’s of Science in Sports Management, Liberty University - Lynchburg, VA
• Master’s of Science in Aeronautics and Astronautics, Stanford University - Stanford, CA
• Doctor of Medicine (MD), University of Chicago - Chicago, IL
• Doctor of Pharmacy (Pharm.D), University of Nebraska Medical Center - Omaha, NE
• Doctor of Dental Surgery (DDS), University of Nebraska Medical Center - Lincoln, NE
• Master’s of Business Administration, University of Nebraska-Lincoln - Lincoln, NE
• Master’s of Professional Accountancy, University of Nebraska-Lincoln - Lincoln, NE
• Juris Doctor (JD), University of Nebraska-Lincoln - Lincoln, NE
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