



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.

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 Business Core 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 the University of Nebraska–Lincoln General Admission Requirements.

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 communication 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 Other Academic Units.

College Degree Requirements

Overview of College Degree Requirements

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

1. Non-Business Requirements

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

2. Business Core

- Purposeful Strategist (includes ACE 6, 8, 10)
- Data Driven Decision Maker
- Effective Communicator (includes ACE 1 and 2)
- Empowered Professional

3. Business Major

4. Electives

Non-Business Requirements

(remaining ACE requirements not included in the Business Core and Business Major requirements)

Five Courses (normally 15-17 hours)

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

- The college requires a calculus course from the below options to complete the ACE 3 requirement.
- 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 ACE 4 and/or ACE 9 toward the major 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 ACE coursework must be taken for a grade.

ACE 3: Mathematical, Computational, Statistical or Formal Reasoning Skills

Choose ONE of the following:

MATH 104 Applied Calculus

MATH 106 Calculus I

Any advanced calculus course above the 106 level

Notes regarding the selection of coursework for ACE 3:

- **Credit cannot be given for both MATH 104 and MATH 106.** Students must determine the appropriate course early in their program.
- A first-semester student's score on the Math Placement Exam will determine eligibility for MATH 104 or MATH 106. The student should select between these classes based on the following sets of circumstances:
 - Actuarial science majors **MUST** take MATH 106 (or a higher-level calculus). They will later take MATH 107 Calculus II and MATH 208 Calculus III.
 - Raikes students **MUST** take MATH 106 and MATH 107 (or a higher-level calculus).
 - MATH 106 (or higher calculus) is **strongly encouraged** for those students majoring in accounting, majoring in finance, majoring in economics, or considering graduate school.

Math Placement Exam (MPE)

Students admitted to the College of Business are required to take a Math Placement Exam prior to enrolling in the college math requirement of

MATH 104 or MATH 106 (or higher math). The results will determine where a student starts.

- Preparatory courses should be taken as soon as possible to avoid future sequencing problems.
- Additional information about the exam can be found on the Math Placement website (<http://www.math.unl.edu/resources/undergraduate/mpe/>).

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

ACE 4: The Study of Scientific Methods and Knowledge of the Natural and Physical World

Choose one course from ACE 4 Certified Courses. (Course credit will vary between 3-5 credit hours.)

ACE 5: Study of Humanities

Choose one course from ACE 5 Certified Courses.

ACE 7: Study of the Arts to Understand Their Context

Choose one course from ACE 7 Certified Courses.

ACE 9: Global Awareness or Knowledge of Human Diversity Through Analysis of an Issue

Choose one course from ACE 9 Certified Courses.

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.

Business Core – Four Sections (approximately 53 hours for most majors)

- Purposeful Strategist – 33 hours
- Data Driven Decision Maker – 7 hours (17 hours for Actuarial Science)
- Effective Communicator – 9 hours (7 hours for Actuarial Science)
- Empowered Professional – 3-4 hours

The Business Core is designed to expose students to the various business disciplines. The Business Major courses are those courses identified for each of the individual majors. All coursework for the Business Core (except where noted differently) must be taken for a grade. All students in the College of Business will take the Business Core (unless otherwise noted).

Purposeful Strategist - 33 hours

- MNGT 101 Introduction to Business
- ACCT 201 Introductory Financial Accounting
- ACCT 202 Introductory Managerial Accounting
- ECON 211 Principles of Macroeconomics (ACE 6)
- ECON 212 Principles of Microeconomics (ACE 6)
- BLAW 371 Legal Environment (ACE 8)
- FINA 361 Finance
 - Actuarial Science majors take FINA 461.
- MNGT 301 Introduction to Management
- MRKT 341 Marketing
- SCMA 331 Operations and Supply Chain Management

- MNGT 475 Business Strategies (ACE 10)
 - A capstone course integrating business concepts covered throughout the program.
- Actuarial science majors may take FINA 461 concurrently with MNGT 475.
- Must be taken at the University of Nebraska-Lincoln and taken for a grade.

Data Driven Decision Maker

- BSAD 50 Business Computer Applications
 - Required basic-skills computer course that uses Microsoft Access, Word, PowerPoint, and Excel.
- SCMA 250 Spreadsheet Analytics
 - Actuarial science majors take ACTS 250 Actuarial Technical Skills.
- ECON 215 Statistics (ACE 3)
 - Must take ECON 215 (not STAT 218 Introduction to Statistics nor EDPS 459 Statistical Methods nor CRIM 300 Applied Statistics and Data Processing in the Public Sector nor SOCI 206 Introduction to Social Statistics).
 - Actuarial science majors **MUST** take ACTS 445 Introduction to Actuarial Models instead of ECON 215; (actuarial science majors will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference).
 - Economics majors or minors can take STAT 380 instead of ECON 215.
- SCMA 350 Business Analytics/Information Analysis
 - Marketing and agribusiness majors may choose to take MRKT 350.
 - Actuarial science majors will take SCMA 451 Introduction to Predictive Analytics.

Effective Communicator

- BSAD 220 Business Writing (ACE 1)
- MRKT 257 Sales Communication (ACE 2)
 - Or, COMM 286 Business and Professional Communication (ACE 2)
- BSAD 261 Applied Improv for the Successful Business Leader
- BSAD 340 Navigating Emerging Technologies in Business
 - ACTS 475 meets the knowledge requirement for BSAD 340 for Actuarial Science majors; BSAD 340 is waived for Actuarial Science majors.

Empowered Professional (PrEP) (3-4 hours)

Designed to develop confident and professional business students positioned for lifelong career success, the Professional Enhancement Program (PrEP) consists of four required 1-hour courses.

- BSAD 111 PrEP I, Investing in Strengths or BSAD 111S PrEP I, Investing in Strengths for Transfer Students
- 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
 - Taken the semester of graduation.

Business Major – (21-31 hours)

- Coursework for the major requires completion of specific, required courses of the department (see individual major page), along with other guidelines.
- Business majors and minors cannot double count with Business Core (for example, MNGT 301 and MNGT 475 do not count towards the management majors).
- Business students cannot earn a major and a minor in the same area (for example, an Economics major cannot get an Economics minor; an International Business major cannot earn a Global Leadership minor). Similarly, International Business majors cannot earn a major or minor in the same option or subplan as their International Business major. (For example, an International Business-Finance major cannot earn a major or minor in Finance but could earn a major or minor in any other business area.)
- Business Administration majors cannot double count courses with any College of Business major or minor.
- 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).
- Sequencing of classes is critical; plan the major courses well in advance of enrollment. Visit with an academic advisor for assistance in planning critical class sequencing.
- A maximum of 3 hours of coursework may transfer if the 18-hour limitation has not been exceeded. Further restrictions may apply.

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.
- In a 21-hour Business Major, students will average 28 hours of elective credit; second major options and/or minors may be appropriate to consider for elective hours.

Other 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.

- Economics, marketing, and management (Entrepreneurship, General, and Leadership options) majors – 3 hours of business electives.
- Accounting, business administration, and management (Human Resources and Clifton Builders options) 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 more than 24 hours of business coursework.
- Finance majors – no additional business coursework, as the major consists of 24-27 hours of business coursework.
- Supply chain management and business analytics majors – no additional business coursework, as the major consists of 27 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 Non-Business Requirement, Business Core, Business Major, or if there is a violation of transfer limits, 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).

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.
- 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

Several restrictions apply when considering the Pass/No Pass option:

- BSAD 111, BSAD 222, BSAD 333, BSAD 444, and BSAD 50 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 ACCT 395A, BSAD 111, BSAD 222, BSAD 333, BSAD 444, BSAD 395 (and cross-listings), MRKT 395).
- **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, nor any required business coursework, including in the major and minor, using the Pass/No Pass option.

- Students majoring in actuarial science through the College of Business may **NOT** take any math, actuarial science, or required courses using the Pass/No Pass option.
- Students taking courses to fulfill the requirements of a minor in an area of study outside the College of Business are subject to College rules restricting use of the Pass/No Pass option if courses in the minor are used to meet ACE or any college-specific requirements.
- Students seeking any minor outside the College should verify rules applying to minimum grade expectations and Pass/No Pass options with the advisor for their minor, as additional restrictions may apply and often vary.
- Students from UNO/UNK/UNMC and from other institutions are subject to the same restrictions listed here for University of Nebraska–Lincoln students.

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

- An independent study or an internship course (391, 395, 396) 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 (391, 395, 396) **only** as elective credit.
- ACCT 395A, BSAD 395 (and cross-listings) and MRKT 395 taken in the Pass/No Pass format will not count against the six hour Pass/No Pass maximum in open electives.
- Advanced Placement grades of Pass and Credit By Exam grades of Pass 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 Pass grades to fulfill degree requirements. These hours will not count against the 6-hour maximum number of hours permitted.

Transfer Credit Rules

For detailed information on transfer credit rules, see Transfer Credit Restrictions (<https://catalog.unl.edu/undergraduate/business/>) under Course Exclusions and Restrictions (<https://catalog.unl.edu/undergraduate/business/>).

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 during part of this time 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

In addition to the College Degree Requirements, students will complete 24 hours of coursework for the Business Major.

No departmental 391/395/396/396H/499/499H courses may count toward the Business Major. Students pursuing this major may not double count coursework in this major with the Business Core or any other College of Business major or minor.

Business Major

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 Major 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.
- Discuss the option of using 499H honors thesis courses toward the major with your advisor.

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

Accounting

ACCT 301 Using Accounting Information
(Recommended course for Business Administration students)

ACCT 308 Intermediate Managerial Accounting

ACCT 309 Accounting Systems and Analytics

ACCT 313 Intermediate Financial Accounting I

ACCT 314 Intermediate Financial Accounting II

Any 400-level Accounting course

Economics

ECON 311B Intermediate Macroeconomics - Descriptive

ECON 312B Intermediate Microeconomics - Descriptive

ECON 321 Introduction to International Economics

Any 400-level Economics course

Finance

FINA 338 Principles of Individual and Corporate Risk Management

FINA 363 Investment Principles

FINA 365 / ECON 365 Financial Institutions

Any 400-level Finance or Actuarial Science course

Management & Entrepreneurship

ENTR 321 Foundations of Entrepreneurship

MNGT 360 Managing Behavior in Organizations

MNGT 361 Human Resource Management

Any 400-level Entrepreneurship or Management course

Marketing

MRKT 345 Market Research

MRKT 346 / SCMA 346 Marketing Channels Management

MRKT 347 Marketing Communication Strategy

MRKT 350 Marketing Analytics

MRKT 355 Marketing Metrics

Any 400-level Marketing course

Supply Chain Management and Analytics

SCMA 335 Decision Making Models

Any 400-level Supply Chain Management and Analytics course

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

A grade of D- or above is required for all courses in the major. Grades of C or better are required in transfer courses from outside of the University of Nebraska system.

Pass/No Pass

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

Requirements for Minor Offered by Department

General Business Minor

The general business minor is available to non-business students only. No more than one course/requirement may be transferred into the minor. The minor consists of the following eighteen (18) hours:

ACCT 200	Accounting for Business Decisions ¹	3
BLAW 300	Business, Government & Society ²	3
ECON 200	Economic Essentials and Issues ³	3
FINA 300	Financial Decision Making ⁴	3
MNGT 300	Management Essentials For Contemporary Organizations ⁵	3
MRKT 300	Contemporary Marketing ⁶	3
Total Credit Hours		18

¹ ACCT 201 & ACCT 202 *replace* ACCT 200

² BLAW 371 *replaces* BLAW 300

³ ECON 211 & ECON 212 *replace* ECON 200

⁴ FINA 361 *replaces* FINA 300

⁵ MNGT 301 *replaces* MNGT 300

⁶ MRKT 341 *replaces* MRKT 300

Please note the following information:

- Courses in the minor cannot be used towards a degree in business. The only exception is that if MNGT 300 is taken prior to declaring a business major, it may be substituted for MNGT 301.
- Prerequisites are strictly enforced.
- No more than one course/requirement may be transferred into the minor. The number of transfer courses is calculated on the course replaced. If ACCT 201 Introductory Financial Accounting and ACCT 202 Introductory Managerial Accounting are used to replace ACCT 200 Accounting for Business Decisions, it is considered one transfer course. Students should visit with a business advisor if they are transferring in more than one course.
- Credit cannot be earned in both: ACCT 201 or ACCT 202 and ACCT 200; BLAW 371 Legal Environment 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 or 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.

Grade Rules

C- and D Grades

A grade of D- or above is required for all courses in the minor. Grades of C or better are required in transfer courses from outside of the University of Nebraska system. Course prerequisites still apply.

Pass/No Pass

No course may be taken pass/no pass.

ACCT 150 Accounting Careers and Connections

Description: Learn more about the vast career paths with an accounting degree by engaging with accounting professionals, accounting faculty and other accounting students. Develop communication and critical thinking skills by engaging with guest speakers on relevant topics impacting the business world.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded

Offered: FALL/SPR

ACCT 200 Accounting for Business Decisions

Prerequisites: For non-CoB students only; 12 credit hours. Credit toward the degree cannot be earned in ACCT 200 & any of the following: ACCT 201, 201H, 202, or ACCT 202H

Notes: Letter grade only.

Description: Designed to introduce financial and managerial accounting concepts to non-business majors who will use such information in future roles as investors, owners, managers, employees and/or taxpaying citizens. Lays a foundation for understanding and using 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 Financial Accounting

Prerequisites: CoB Student: 12 hours credit, MNGT 101/MNGT 101T or concurrent. Non-CoB Student: 12 hours credit. Credit toward the degree cannot be earned in ACCT 200 & any of the following: ACCT 201, 201H, 202, or ACCT 202H.

Notes: Provides foundation for advanced courses. Letter grade only.

Description: Fundamentals of financial accounting, focusing on measuring and communicating business activities so external users can make informed decisions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: ALL

Prerequisite for: ACCT 202; ACCT 202H; ACCT 301; ACCT 308; ACCT 309; ACCT 312; ACCT 313; AECN 416; BLAW 371H; BLAW 372; BLAW 372H; FINA 300; FINA 361; FINA 361A; FINA 361H; MNGT 475; MNGT 475H; RAIK 476H; MRKT 341H; RAIK 341H; SCMA 350H

ACCT 201H Introductory Financial Accounting

Prerequisites: Open only to CoB Honors Academy students in good standing or by permission; freshman standing. Credit toward the degree cannot be earned in ACCT 200 and any of the following: ACCT 201, ACCT 201H, ACCT 202, or ACCT 202H

Description: Fundamentals of financial accounting, focusing on measuring and communicating business activities so external users can make informed decisions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ACCT 202; ACCT 202H; ACCT 301; ACCT 308; ACCT 309; ACCT 312; ACCT 313; AECN 416; BLAW 371H; BLAW 372; BLAW 372H; FINA 361; FINA 361A; FINA 361H; MNGT 475; MNGT 475H, RAIK 476H; MRKT 341H, RAIK 341H; SCMA 350H

ACCT 202 Introductory Managerial Accounting

Prerequisites: CoB Student: ACCT 201 or ACCT 201H with grade of 'C' or better, MNGT 101/101T or concurrent; Non-CoB Student: ACCT 201 or ACCT 201H with grade of 'C' or better. Credit toward the degree cannot be earned in ACCT 200 & any of: ACCT 201, 201H, 202 or 202H.

Description: Fundamentals of managerial accounting, focusing on techniques and analysis used to evaluate and improve business operations and profitability so decision makers within a company (internal users) can make informed decisions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: ALL

Prerequisite for: ACCT 301; ACCT 308; ACCT 309; ACCT 312; AECN 416; BLAW 371H; BLAW 372; BLAW 372H; BSAD 340; FINA 300; FINA 361H; FINA 461; HRTM 479; MNGT 475; MNGT 475H, RAIK 476H; SCMA 350H

ACCT 202H Introductory Managerial Accounting

Prerequisites: Open only to CoB Honors Academy students in good standing or by permission; sophomore standing; ACCT 201 or 201H with a grade of 'C' or better. Credit toward the degree cannot be earned in ACCT 200 & any of the following: ACCT 201, 201H, 202 or 202H

Description: Fundamentals of managerial accounting, focusing on techniques and analysis used to evaluate and improve business operations and profitability so decision makers within a company (internal users) can make informed decisions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ACCT 301; ACCT 308; ACCT 309; ACCT 312; AECN 416; BLAW 371H; BLAW 372; BLAW 372H; BSAD 340; FINA 361H; FINA 461; HRTM 479; MNGT 475; MNGT 475H, RAIK 476H; SCMA 350H

ACCT 301 Using Accounting Information

Prerequisites: For non-accounting majors only; ACCT 201 or 201H and ACCT 202 or 202H, both with grades of '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: BLAW 371H; BLAW 372; SCMA 350H

ACCT 308 Intermediate Managerial Accounting

Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, both with grades of 'C' or better; ECON 215 or STAT 218, SCMA 350 and MATH 104 or 106.

Description: Accounting concepts and tools that allow business managers and owners to make insightful and data-driven decisions. Cost behavior, relevant costs, capital budgeting, and cost-volume-profit tools aid in planning business strategies. Budgets and variances help in controlling business operations. Responsibility accounting, transfer pricing, and ratio analysis are useful in measuring operational performance.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACCT 309 Accounting Systems and Analytics

Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, both with grades of 'C' or better; and MATH 104 or 106, and SCMA 250.

Description: Examination of accounting information system concepts, applications, and the process by which they are analyzed, designed, and implemented. Emphasis on business decision making through data analytics in financial, auditing, and management accounting contexts.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: ACCT 401; ACCT 404; ACCT 410; ACCT 455

ACCT 312 Introduction to Income Taxation

Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, both with grades of 'C' or better; Co-requisite: to be taken concurrently with or after ACCT 313.

Description: Introduction to federal income tax law with emphasis on the tax implications of business and investment activities.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ACCT 395A; ACCT 413; ACCT 455; ACCT 816; FINA 421; FINA 422

Course and Laboratory Fee: \$20

ACCT 313 Intermediate Financial Accounting I

Prerequisites: ACCT 201 or 201H; with a grade of 'C' or better.

Description: Analysis and application of current and emerging financial accounting concepts and techniques, with a focus on the recognition and measurement of revenues and assets. Development of skills to recognize important accounting issues, ask critical questions, and analyze the impact of business transactions on financial statements.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ACCT 312; ACCT 314; ACCT 395A; ACCT 407

ACCT 314 Intermediate Financial Accounting II

Prerequisites: ACCT 313 with grade of 'C' or better.

Description: Continuation of ACCT 313 that examines current and emerging financial accounting concepts and techniques, with a focus on long-term liabilities, income tax allocation, pensions, leases, and corporate equities. Development of skills to recognize important accounting issues, ask critical questions, and thoroughly analyze financial statements, including the statement of cash flows.

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 391 Special Topics

Prerequisites: Permission of director of the School of Accountancy.

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 with Option

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:

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Graded with Option

Experiential Learning: Internship/Co-op

ACCT 395A Accounting Internship

Prerequisites: ACCT Major; ACCT 312 and ACCT 313, both with grades of 'C' or better; permission of director of the School of Accountancy.

Description: Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the accounting profession through a full-time internship for nine or more weeks during the spring semester. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship.

Credit Hours: 1-3

Min credits per semester: 1

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

ACCT 396 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 faculty member within the School of Accountancy.

Credit Hours: 1-6

Min credits per semester: 1

Max credits per semester: 6

Max credits per degree: 6

Grading Option: Graded with Option

ACCT 396H Honors: Independent Study

Prerequisites: Good standing in the University Honors Program or by invitation, and permission of the supervising faculty member and director of the School of Accountancy. Credit toward the degree cannot be earned in both ACCT 396 and ACCT 396H.

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 309 and ACCT 314, both with grades 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
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR

ACCT 404 Advanced Financial Accounting

Prerequisites: ACCT Major or Permission; ACCT 309 and ACCT 314, both with grades of 'C' or better.

Description: In-depth study of complex topics in financial accounting, including combined and consolidated financial statements; equity method accounting; partnership accounting; accounting for foreign currency transactions and translations; hedge accounting; segment accounting; and governmental and not-for-profit accounting.

Credit Hours: 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 Major or Permission; ACCT 313 with a 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
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ACCT 410 Auditing

Prerequisites: ACCT Major or Permission; ACCT 309 and ACCT 314, both with grades of 'C' or better.

Description: Audit environment, generally accepted audit standards, audit risk, materiality, audit evidence, the audit report, and other special issues in auditing.

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 or Permission; ACCT 309, ACCT 312, and ACCT 314, all with grades 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
Offered: FALL/SPR
Experiential Learning: Case/Project-Based Learning

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 250 Actuarial Technical Skills

Prerequisites: BSAD 50

Description: Data organization, manipulation, and analysis using current software tools and programming languages to solve business problems of an actuarial nature.

Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: FINA 361; FINA 361A; SCMA 331; SCMA 335; SCMA 350

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: 0
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Graded with Option
Experiential Learning: Internship/Co-op

ACTS 396 Independent Study

Prerequisites: Permission.

Description: Faculty supervised independent study.

Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 6
Grading Option: Graded with Option

ACTS 410 Credibility Theory and Loss Distributions**Crosslisted with:** ACTS 810**Prerequisites:** STAT 463 with a grade of "C" or better.**Description:** Introduction to a variety of loss distributions used for prediction of losses in short-term insurance, different approaches to model selection, and Bayesian and empirical Bayesian credibility theory.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** SPRING**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, or parallel**Notes:** Grade only**Description:** Fundamental concepts of financial mathematics, and how those concepts are applied in calculating present and accumulated values for various streams of cash flows. Practical applications of these concepts in loans, bonds, capital budgeting, and portfolio management.**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 405; FINA 450; FINA 461; FINA 464; MNGT 475; MNGT 475H, RAIK 476H**ACTS 445 Introduction to Actuarial Models****Prerequisites:** MATH 208 or 208H with a grade of "Pass" or "C" or better.**Description:** Basic probability theory, random variables for actuarial models, bask distributional quantiles, characteristics of actuarial models, commonly used discrete and continuous distributions for actuarial models, and survival models.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** SPRING**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 460 Short-Term Actuarial Mathematics****Crosslisted with:** ACTS 860**Prerequisites:** ACTS 445 and STAT 462, each with a grade of "C" or better.**Description:** Introduction to short-term insurance coverage, risk measure, coverage modifications, aggregate loss models, introduction to credibility, short-term insurance loss reserving, and short-term insurance ratemaking.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** SPRING**Prerequisite for:** ACTS 473, ACTS 873**ACTS 470 Long-Term Actuarial Mathematics****Crosslisted with:** ACTS 870**Prerequisites:** ACTS 445 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**Offered:** SPRING**Prerequisite for:** ACTS 471, ACTS 871; ACTS 472, ACTS 872

ACTS 471 Advanced Long-Term Actuarial Mathematics I

Crosslisted with: ACTS 871

Prerequisites: ACTS 470 and STAT 462, each with a grade of "C" or better; graduate students must complete ACTS 870 with a grade of "B" or better.

Notes: Second course of a two-course sequence that includes ACTS 470.

Description: Further applications of actuarial probabilistic methods to determine net premiums, gross premiums, and reserves in the areas of life and health insurance, and annuities. Other topics include insurance and annuities involving multiple lives, multiple decrements, multi-state models, and pensions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

ACTS 472 Advanced Long-Term Actuarial Mathematics II

Crosslisted with: ACTS 872

Prerequisites: ACTS 470 and STAT 462, each with a grade of "C" or better; graduate students must complete ACTS 870 with a grade of "B" or better.

Description: Further applications of actuarial probabilistic methods to determine in the areas of interpreting and performing calculations involving profit testing on both traditional life insurance and more modern life insurance such as universal life and equity-linked insurance, as well as pricing and reserving embedded options.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

ACTS 473 Introduction to Advanced Short-Term Risk Models

Crosslisted with: ACTS 873

Prerequisites: ACTS 460 and STAT 462, each with a grade of "C" or better; graduate students must completed ACTS 860 with a grade of "B" or better.

Description: The theory and applications of short-term actuarial models are explored. Topics include Interpreting and performing calculations involving: (i) some commonly used claim frequency and claim severity distributions as they are applied in so-called aggregate risk models; (ii) coverage modifications; (iii) actuarial ratemaking; and (iv) various loss-reserving techniques for property/casualty insurance policies.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

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. Credit toward the degree cannot be earned in BLAW 300 and any of the following: BLAW 371, BLAW 371H, BLAW 372, BLAW 372H

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: Open to CoB Majors, 2.5 GPA, BSAD 220, BSAD 333. Credit toward degree cannot be earned in BLAW 300 & any of: BLAW 371, 371H, 372, 372H.

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 371H Legal Environment

Prerequisites: Sophomore standing; 2.5 GPA; MATH 104,106,107or208; BSAD 220; ACCT 201&202; ECON 211&212; ECON 215 or equiv. Prereqs differ for RAIKES, ACTS & ABUS majors-see catalog. Credit toward degree cannot be earned in BLAW 300 & any of: BLAW 371,371H,372,372H

Notes: Open only to CoB Honors Academy students in good standing or by permission. Cannot be taken Pass/No Pass.

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

BLAW 372 Business Law I

Prerequisites: Sophomore standing; 2.5 GPA; MATH 104,106,107or208; BSAD 220; ACCT 201&202; ECON 211&212; ECON 215 or equiv. Prereqs differ for RAIKES, ACTS & ABUS majors-see catalog. Credit toward degree cannot be earned in BLAW 300 & any of: BLAW 371,371H,372,372H

Notes: Cannot be taken Pass/No Pass.

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

ACE: ACE 8 Civic/Ethics/Stewardship

BLAW 372H Honors: Business Law I

Prerequisites: Soph standing; 2.5 GPA; MATH104 or 106 or 107 or 208; BSAD220; ACCT201&202; ECON211&212; ECON215 or equiv. Open only to NE Business Hons Academy students or by permission. Credit toward degree cannot be earned in BLAW 300 & any of: BLAW371, 371H, 372, 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 111 PrEP I, Investing in Strengths

Prerequisites: Open to CoB Majors, MNGT 101 (or MNGT 101T concurrent)

Notes: Pass/No Pass only.

Description: Focuses on identifying and developing your unique strengths for personal success in college and in life. 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 222; BSAD 222H

Course and Laboratory Fee: \$20

BSAD 111S PrEP I, Investing in Strengths for Transfer Students

Prerequisites: Open to CoB Majors, sophomore standing or above, MNGT 101/MNGT 101T or concurrent

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: \$10

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: ACCT 301; ACCT 308; ACCT 309; ACCT 312; ACCT 313; BLAW 371H; BLAW 372; FINA 461; MNGT 475; MNGT 475H, RAIK 476H; MRKT 341H, RAIK 341H; RAIK 182H, BSAD 182H; 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: BLAW 371H; BLAW 372; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 321; ECON 389; ECON 435; ECON 457; ECON 857; HIST 857; HIST 457; FINA 307; FINA 307H; FINA 361; FINA 361A; FINA 461; MNGT 475; MNGT 475H, RAIK 476H; MRKT 300; MRKT 341H, RAIK 341H; RAIK 381H, BSAD 381H; 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:

Max credits per semester: 6

Max credits per degree: 6

Grading Option: Graded with Option

BSAD 191H Special Topics: CoB Honors Academy

Prerequisites: Credit toward the degree cannot be earned in BSAD 191 and BSAD 191H.

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:

Max credits per semester: 6

Max credits per degree: 6

Grading Option: Graded with Option

BSAD 220 Business Writing

Prerequisites: Open to CoB Majors, 12 hours credit, MNGT 101/ MNGT 101T or concurrent

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; BSAD 261; FINA 361H; MNGT 475; MNGT 475H, RAIK 476H; SCMA 350

ACE: ACE 1 Writing

BSAD 220H Honors Business Writing

Crosslisted with: RAIK 288H

Prerequisites: Open to University Honors Program, 12 hours credit, MNGT 101/MNGT 101T or concurrent. Credit toward the degree can only be earned in one of the following: BSAD 220, BSAD 220H, or RAIK 288H.

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; BSAD 261; FINA 361H; MNGT 475; MNGT 475H, RAIK 476H; SCMA 350

ACE: ACE 1 Writing

BSAD 222 PrEP II, Career Development and Planning

Prerequisites: Open to CoB Majors, MNGT 101 (or MNGT 101T concurrent), 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. Credit toward the degree cannot be earned in both BSAD 222 and BSAD 222H.

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 261 Applied Improv for the Successful Business Leader

Prerequisites: CoB Major; MRKT 257 or COMM 286; BSAD 220 or BSAD 220H

Description: Incorporation of applied improv principles to enhance listening and collaboration skills. Emphasis on fostering trust, driving innovation, and adapting to and engaging in dynamic situations.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: BSAD 340

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: Open to CoB Majors, 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: BLAW 371; BSAD 340; BSAD 444H

BSAD 340 Navigating Emerging Technologies in Business

Prerequisites: 2.5 GPA, CoB Major, BSAD 333, BSAD 261, ACCT 202, ECON 211, ECON 212, SCMA 350, junior standing

Description: An introduction to emerging technologies and their impact on the business landscape. Duties, social, and ethical responsibilities of businesses as it relates to uses and implementation of each technology.

Credit Hours: 2

Max credits per semester: 2

Max credits per degree: 2

Grading Option: Graded

Offered: FALL/SPR

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: AECN 416; ECON 365; FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; 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. Credit toward the degree cannot be earned in BSAD 391 and BSAD 391H.
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:
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; BSAD/CSCE/SOFT/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:** Open to CoB Majors, 2.5 GPA senior standing, BSAD 333, must be taken in final semester in the College**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. Credit toward the degree cannot be earned in BSAD 444 and BSAD 444H.**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**Grading Option:** Graded**ECON 200 Economic Essentials and Issues****Prerequisites:** 12 credit hours. Credit toward the degree cannot be earned in ECON 200 and any of the following: ECON 211, ECON 211H, ECON 212, ECON 212H**Notes:** Letter grade only. 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**Prerequisite for:** ECON 417; FINA 300; MRKT 300**ACE:** ACE 6 Social Science ACE 8 Civic/Ethics/Stewardship**Groups:** General Economics and Theory**ECON 211 Principles of Macroeconomics****Prerequisites:** CoB Students: MNGT 101 (or MNGT 101T concurrent), Non-CoB students: no prerequisites. Credit toward the degree cannot be earned in ECON 200 and any of the following: ECON 211, ECON 211H, ECON 212, 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; AECN 445, NREE 445; BLAW 371H; BLAW 372; BLAW 372H; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 315; ECON 321; ECON 389; ECON 417; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; FINA 300; FINA 307; FINA 307H; FINA 361; FINA 361A; FINA 361H; MNGT 475; MNGT 475H, RAIK 476H; MRKT 300; SCMA 350H**ACE:** ACE 6 Social Science**Groups:** General Economics and Theory

ECON 211H Honors: Principles of Macroeconomics

Prerequisites: Open only to CoB Honors Academy students in good standing or by permission. Credit toward the degree cannot be earned in ECON 200 and any of the following: ECON 211, ECON 211H, ECON 212, ECON 212H

Notes: Required for College of Business Administration major and for Arts and Sciences economics major.

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; AECN 445, NREE 445; BLAW 371H; BLAW 372; BLAW 372H; BSAD 340; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 321; ECON 389; ECON 417; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; FINA 307; FINA 307H; FINA 361; FINA 361A; FINA 361H; MNGT 475; MNGT 475H, RAIK 476H; SCMA 350H

ACE: ACE 6 Social Science

ECON 212 Principles of Microeconomics

Prerequisites: CoB Students: MNGT 101 (or MNGT 101T concurrent). Non-CoB students: No Prerequisites. Credit toward the degree cannot be earned in ECON 200 and any of the following: ECON 211, ECON 211H, ECON 212, 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 235, MRKT 235; AECN 265, NREE 265; AECN 301; AECN 316; AECN 345; AECN 346; AECN 367; AECN 376; AECN 420; AECN 436; AECN 453; AECN 474; BLAW 371H; BLAW 372; BLAW 372H; BSAD 340; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 315; ECON 321; ECON 389; ECON 417; ECON 435; ECON 448; ECON 452; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; ECON 477; FINA 300; FINA 361H; FINA 461; MNGT 475; MNGT 475H, RAIK 476H; MRKT 300; MRKT 341H, RAIK 341H; 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. Credit toward the degree cannot be earned in ECON 200 and any of the following: ECON 211, ECON 211H, ECON 212, 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 376; AECN 420; AECN 453; AECN 474; BLAW 371H; BLAW 372; BLAW 372H; BSAD 340; ECON 303; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 321; ECON 389; ECON 417; ECON 435; ECON 448; ECON 452; ECON 457, ECON 857, HIST 857, HIST 457; ECON 471; ECON 477; FINA 361H; FINA 461; MNGT 475; MNGT 475H, RAIK 476H; MRKT 341H, RAIK 341H; SCMA 350H

ACE: ACE 6 Social Science

ECON 215 Statistics

Prerequisites: CoB Stdnets: 2.5 GPA, MNGT 101/T or concurrent, MATH 104 or 106, SCMA 250 (or ACTS 250) Non CoB Stdnets: 2.5 GPA; soph standing; BSAD 50; MATH 104 or 106 Credit towards the degree may be earned in one of: CRIM 300, ECON 215, ECON 215H, EDPS 459 or 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: ACCT 308; AECN 436; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 315; ECON 417; ECON 448; ECON 452; FINA 361; FINA 361A; FINA 361H; MNGT 430; MRKT 345; MRKT 350; MRKT 446; SCMA 331; SCMA 350; SCMA 350H; SOCI 333

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. Credit towards the degree may be earned in only one of CRIM 300 or ECON 215 or ECON 215H or EDPS 459 or 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: ACCT 308; BLAW 371H; BLAW 372; BLAW 372H; ECON 311A; ECON 311B; ECON 312A; ECON 312B; ECON 315; ECON 417; ECON 448; ECON 452; FINA 361; FINA 361A; FINA 361H; MNGT 430; MRKT 345; MRKT 350; SCMA 331; SCMA 350; SCMA 350H; SOCI 333

Groups: Quantitative Economics

ECON 303 An Introduction to Money and Banking

Prerequisites: ECON 211 and ECON 212

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

Groups: Monetary Economics

ECON 311A Intermediate Macroeconomics - Quantitative

Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent. Credit toward the degree may be earned in only one of ECON 311A or ECON 311B

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

Groups: General Economics and Theory

ECON 311B Intermediate Macroeconomics - Descriptive

Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent. Credit toward the degree may be earned in only one of ECON 311A or ECON 311B

Notes: This course is intended for non-economics majors and those preferring a descriptive 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

Groups: General Economics and Theory

ECON 312A Intermediate Microeconomics - Quantitative

Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent. Credit toward the degree may be earned in only one of ECON 312A or ECON 312B

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 471

Groups: General Economics and Theory

ECON 312B Intermediate Microeconomics - Descriptive

Prerequisites: ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent. Credit toward the degree may be earned in only one of ECON 312A or ECON 312B

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: ECON 471

Groups: General Economics and Theory

ECON 315 Economic Data Visualization and Analysis

Prerequisites: ECON 211, ECON 212, ECON 215 or equivalents

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 320 International Trade Policy and Politics

Crosslisted with: INTF 320, AECN 320

Prerequisites: Minimum sophomore standing.

Description: Foundational elements necessary for understanding and analyzing modern-day trade policy-making, including the origins and evolution of the modern international trading system, U.S. domestic trade policy processes, the interaction between business goals and government policy, and the interplay between trade policy and overall U.S. foreign policy objectives. Analytical frameworks and the opportunity to develop practical skills applicable to any future professional or policy-making setting.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

ECON 321 Introduction to International Economics

Prerequisites: ECON 211 and ECON 212

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 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:

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Graded with Option

Experiential Learning: Internship/Co-op

ECON 396 Independent Study

Prerequisites: Prior arrangement with and permission of individual faculty member and completion of proposed plan to departmental office

Description: Faculty supervised independent study.

Credit Hours: 1-3

Min credits per semester: 1

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Pass No Pass

ECON 396H Honors: Independent Study

Prerequisites: Admission to the University Honors Program or by invitation. Credit toward the degree cannot be earned in ECON 396 and ECON 396H.

Description: Faculty Supervised Independent Study

Credit Hours: 1-3

Min credits per semester: 1

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Graded

ECON 403 Money and the Financial System**Crosslisted with:** ECON 803**Prerequisites:** 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**Max 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 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****Prerequisites:** ECON 200, or both ECON 211 and ECON 212; ECON 215 or equivalent.**Description:** 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**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 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 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 with Option**Groups:** Comp Intrntnl & Reg Develpmnt

ECON 435 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 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 Develpmnt

ECON 445 Economics of Gender and Race

Crosslisted with: ECON 845, WMNS 445, WMNS 845

Prerequisites: ECON 200 or ECON 211 or ECON 212

Description: Introduction to economic theory and empirical research on race and gender differences in economic outcomes and social circumstances. Topics include discrimination, history of exclusionary public policy, evolution of gender roles, human capital, the criminal justice system.

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

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 452 Economics of Education

Prerequisites: ECON 212, ECON 215 or STAT 218 or STAT 380 or EDPS 459

Description: Analysis of the educational system in the United States and other developed countries, drawing on insights from economic theory, frontier empirical research, and the history of education policy. Discussion on educational system design, financing, returns to education, school choice, and downstream effects on productivity, innovation, and inequality.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ECON 457 19th Century United States Economic History

Crosslisted with: ECON 857, HIST 857, HIST 457

Prerequisites: 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

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, AEON 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**Experiential Learning:** Fieldwork**ECON 472 Efficiency in Government****Crosslisted with:** ECON 872**Prerequisites:** 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**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**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****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**Prerequisite for:** ENTR 421; ENTR 422; ENTR 423**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 with Option

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 321 Foundations of Entrepreneurship

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; ENTR 422; ENTR 423

ENTR 321B Foundations of Entrepreneurship

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; ENTR 422; ENTR 423

Experiential Learning: Student Teaching/Education Practicum

ENTR 322 Family Business

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 325 The 48 Hour Challenge: Building Entrepreneurial Teams and Testing Ideas

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

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

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

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**Prerequisites:** Junior Standing; ENTR 121 or ENTR 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****Prerequisites:** Junior Standing; ENTR 121 or ENTR 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****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****Prerequisites:** Junior Standing; ENTR 121 or ENTR 321**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**ENTR 425 Franchising**

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). Credit towards the degree may only be earned in one of FINA 300, FINA 361, FINA 361A or FINA 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: FINA 382

FINA 307 Principles of Individual Risk Management and Insurance

Prerequisites: ECON 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 211. Credit toward the degree cannot be earned in FINA 307 and FINA 307H.

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: Open to CoB majors, 2.5 GPA, MNGT 101 (or MNGT 101T concurrent), MATH 104 or 106, ACCT 201, BSAD 222, ECON 211, ECON 215, SCMA 250 (ACTS 250) or concurrently. Credit towards the degree may only be earned in one of FINA 300, 361, 361A or 361H.

Notes: 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 405; FINA 450; FINA 461; FINA 464; MNGT 475; MNGT 475H, RAIK 476H

FINA 361A Finance

Prerequisites: Open to CoB Majors, 3.25 GPA, MNGT101 (or MNGT 101T concurrent), MATH 104 or 106, ACCT 201, BSAD 222, ECON 211, ECON 215, SCMA 250 or ACTS 250 (or concurrently). Credit towards the degree may only be earned in one of FINA 300, 361, 361A or 361H.

Notes: Cannot be taken Pass/No Pass.

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

Prerequisite for: AECN 416; ECON 365, FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 405; FINA 450; FINA 461; FINA 464; MNGT 475; MNGT 475H, RAIK 476H

FINA 361H Honors Finance

Prerequisites: CoB Hon, Open to CoB majors, 2.5 GPA, MNGT 101 (or MNGT 101T concurrent), MATH 104 or 106, ACCT 201, BSAD 222, ECON 211, ECON 215, SCMA 250 (ACTS 250) or concurrently. Credit towards the degree may only be earned in one of FINA 300, 361, 361A or 361H.

Notes: Cannot be taken Pass/No Pass.

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 405; FINA 450; FINA 461; FINA 464; MNGT 475; MNGT 475H, RAIK 476H

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 401; 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 391 Special Topics

Prerequisites: Permission of Department Chair.

Description: Specific topic covered in any given term and credit awarded is to be determined by the instructor. 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

FINA 395 Professional Internship

Crosslisted with: BSAD 395, ACCT 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:

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Graded with Option

Experiential Learning: Internship/Co-op

FINA 396 Independent Study

Prerequisites: Permission of Department Chair

Description: Faculty supervised independent study.

Credit Hours: 1-6

Min credits per semester: 1

Max credits per semester: 6

Max credits per degree: 6

Grading Option: Graded with Option

Offered: FALL/SPR

FINA 396H Honors: Independent Study

Prerequisites: Good standing in the University Honors Program or by invitation; permission of supervising faculty member and departmental chair. Credit toward the degree cannot be earned in both FINA 396 and FINA 396H.

Description: Faculty supervised independent study.

Credit Hours: 3-6

Min credits per semester: 3

Max credits per semester: 6

Max credits per degree: 6

Grading Option: Graded with Option

FINA 401 Quantitative Financial Analysis

Prerequisites: FINA 363 or SCMA 350 and 2.5 GPA

Description: Applications of quantitative analysis in finance. Development of time value of money principles, asset pricing models and valuation methods in Finance. Emphasis on applications using appropriate software.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

FINA 405 Entrepreneurial Finance

Prerequisites: 2.5 cum GPA; FINA 361/361H/361A with a grade of C or above; or ACTS 440/840

Description: Analysis of the financing of new enterprises and the private equity industry. Identify the life cycle of a new firm including the fundamentals of financing startups, sources of funding, types of securities for startup contributors, capitalization tables, exit strategies, and valuation. Analysis of leveraged buyouts and performance measurement of private equity.

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: FINA 361 with a grade of "C" or better.

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 Retirement and Employee Benefit Plans

Crosslisted with: FINA 820

Prerequisites: 2.5 cum GPA; FINA 361/361H/361A with a grade of C or above; or ACTS 440/840

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

Prerequisite for: FINA 422

FINA 421 Estate Planning

Prerequisites: ACCT 312 or equivalent.

Description: The efficient management and transfer of wealth, consistent with the client's goals. The legal, tax, financial and non-financial aspects of this process, including trusts, wills, probate advanced directives, charitable giving, wealth transfers and related taxes.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

Prerequisite for: FINA 422

FINA 422 Cases in Financial Planning

Prerequisites: ACCT 312, FINA 420, FINA 421

Description: Analysis of the professional issues in financial planning, including ethical considerations, regulation and certification requirements, written communication skills, professional responsibility, and client-centered financial behavioral issues. Includes completion of mini-cases and a comprehensive financial planning case.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: SPRING

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 361 with a grade "C" or better.

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

Prerequisites: 2.5 cum GPA; ACCT 202, ECON 212, 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

Prerequisite for: FINA 475

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

Offered: FALL

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 468 Portfolio Practicum I

Prerequisites: FINA 363 and admission to the Finance Department's 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 468/868. 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

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 realty 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 101 Introduction to Business

Description: Introduction to each of the core business disciplines with a focus on developing critical thinking, problem-solving, and teamwork. Development of baseline skills in analyzing and solving business problems, working in teams, and communicating solutions professionally.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ECON 211; ECON 212; MNGT 301H

MNGT 101T Introduction to Business for Transfer Students

Prerequisites: Open to CoB majors, sophomore standing

Description: Introduction to each of the core business disciplines with a focus on developing critical thinking, problem-solving, and teamwork. Development of baseline skills in analyzing and solving business problems, working in teams, and communicating solutions professionally.

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 191 Special Topics in Management

Description: Specific topic covered in any given term and credit awarded is to be determined by the instructor. Topic varies.

Credit Hours: 1-3

Min credits per semester: 1

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

MNGT 300 Management Essentials For Contemporary Organizations

Prerequisites: Open to non-CoB students. Credit toward the degree cannot be earned in both MNGT 300 and any of the following: MNGT 301 or MNGT 301H

Notes: Students who complete MNGT 300 prior to declaring a Business Major may substitute MNGT 300 for MNGT 301. Letter grade only.

Description: Designed to be an introduction to the role of managers in various organizational structures and types for students from non-business fields. Explores how the practice of management is relevant to different fields of study or academic disciplines. Provides 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 for managing human capital.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: MNGT 342; MNGT 430; MNGT 475; MNGT 475H, RAIK 476H

MNGT 301 Introduction to Management

Prerequisites: 12 hours credit, MNGT 101/101T (or 101T concurrent). Credit toward the degree cannot be earned in both MNGT 300 & any of the following: MNGT 301 or 301H

Notes: Students who complete MNGT 300 prior to declaring a Business Major may substitute MNGT 300 for MNGT 301. 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 430; MNGT 461; MNGT 463; MNGT 464; MNGT 475; MNGT 475H, RAIK 476H

MNGT 301H Honors Introduction to Management

Prerequisites: Open to CoB Honors Academy students; 12 hours credit, MNGT 101/101T (or 101T concurrent). Credit toward the degree cannot be earned in both MNGT 300 & MNGT 301 or 301H.

Notes: Students who complete MNGT 300 prior to declaring a Business Major may substitute MNGT 300 for MNGT 301. 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 430; MNGT 461; MNGT 463; MNGT 464; MNGT 475; MNGT 475H, RAIK 476H

MNGT 311 Leadership, Communication and Teams**Prerequisites:** Sophomore Standing.**Notes:** Credit towards the degree cannot be earned in both MNGT 311 and MNGT 467/867.**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 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 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**Experiential Learning:** Case/Project-Based Learning**MNGT 360B Managing Behavior in Organizations****Prerequisites:** Sophomore standing. Acceptance into the Clifton Builders Program.**Description:** Foundations of organizational behavior. Provides the basic knowledge for managing people in organizations by surveying frameworks for individual, group, and system behaviors. 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. Also includes two workshops created and delivered by Gallup Inc: Leading High Performance Teams and Creating an Engaging Workplace**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** SPRING**MNGT 360H Honors: Managing Behavior in Organizations****Prerequisites:** Open only to CoB Honors Academy students in good standing or by permission. Sophomore standing. Credit toward the degree cannot be earned in MNGT 360 and MNGT 360H.**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 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:** AECN 416; 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 391 Special Topics

Description: Specific topic covered in any given term and credit awarded is to be determined by the instructor. Topic varies.

Credit Hours: 1-6

Min credits per semester: 1

Max credits per semester: 6

Max credits per degree: 12

Grading Option: Graded with Option

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:

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Graded with Option

Experiential Learning: Internship/Co-op

MNGT 396 Independent Study

Prerequisites: Permission of department chair

Description: Faculty-supervised independent study

Credit Hours: 1-6

Min credits per semester: 1

Max credits per semester: 6

Max credits per degree: 12

Grading Option: Graded with Option

MNGT 396H Honors: Independent Study

Prerequisites: Good standing in the University Honors Program or by invitation; permission of department chair. Credit toward the degree cannot be earned in both MNGT 396 and MNGT 396H.

Description: Faculty-supervised independent study

Credit Hours: 3-6

Min credits per semester: 3

Max credits per semester: 6

Max credits per degree: 12

Grading Option: Graded with Option

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 430 Human Resource Analytics**Prerequisites:** MNGT 300 or MNGT 301; ECON 215 or equivalent**Description:** An introduction to common analytical approaches used in human resource management. Various methods and analyses are helpful for HR professionals to evaluate questions and issues. Use real-world data to learn statistical techniques that are often used to interpret HR-relevant organizational situations and effectively communicate empirically-based solutions to decision-makers.**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**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 to CoB majors, 2.5 GPA, ACCT 201 & 202, BSAD 261, ECON 211 & 212, FINA 361, MNGT 301, MRKT 341, SCMA 331, SCMA 350, or equivalent

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 475H Honors: Business Strategies

Crosslisted with: RAIK 476H

Prerequisites: Open to CoB Honors and Raikes students, 2.5 GPA, ACCT 201 & 202, BSAD 261, ECON 211 & 212, FINA 361, MNGT 301, MRKT 341, SCMA 331, SCMA 350, or equivalent. Credit toward the degree can only be earned in: MNGT475, MNGT 475H or RAIK 476H.

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 316; 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: BSAD 261; 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&212). Credit toward the degree cannot be earned in MRKT 300 and any of the following: MRKT 341/ABUS 341 or MRKT 341H/RAIK 341H

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.

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: Open to CoB majors, 2.5 GPA, Sophomore standing, MNGT 101 (or 101T concurrent), BSAD 220, ECON 211, ECON 212. Credit toward the degree cannot be earned in MRKT 300 & any of: MRKT/ABUS 341 or MRKT/RAIK 341H.

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; MNGT 475H, RAIK 476H; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 395; MRKT 396; MRKT 425; MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; MRKT 491

MRKT 341H Honors: Marketing

Crosslisted with: RAIK 341H

Prerequisites: CoB Honors or Raikes in good standing or permission. 2.5 GPA; Sophomore standing; MNGT 101 (or 101T concurrent); BSAD 220; ECON 211; ECON 212. Credit toward the degree cannot be earned in MRKT 300 & any of: MRKT/ABUS 341 or MRKT/RAIK 341H.

Notes: 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; MNGT 475H, RAIK 476H; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 395; MRKT 396; MRKT 425; MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; MRKT 491

MRKT 345 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

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

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: Open to CoB Majors; 2.5 GPA; MNGT 101 (or MNGT 101T concurrent); MATH 104 or 106; ECON 215; SCMA 250 (or ACTS 250); MRKT 341

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: MNGT 475; MNGT 475H, RAIK 476H; MRKT 442

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 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:

Max credits per semester: 3

Max credits per degree: 6

Grading Option: Pass No Pass

Offered: FALL/SPR

Experiential Learning: Internship/Co-op

MRKT 396 Independent Study

Prerequisites: MRKT 341, permission of instructor and departmental chair.

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 396H Honors: Independent Study

Prerequisites: Good standing in the University Honors Program or by invitation, permission of instructor and departmental chair. Credit toward the degree cannot be earned in both MRKT 396 and MRKT 396H.

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: 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.**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:** 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:** 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 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: 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

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
- Juris Doctor (JD), University of Wisconsin-Madison - Madison, WI