BUSINESS ADMINISTRATION

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

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

Other
All students enrolling in CoB courses are required to meet the prerequisites listed for each course, including any specific grade or GPA requirement, to include junior standing, as well as expected completion of the BCF and BCI for enrollment in most 300- or 400-level business courses. This includes the required coursework in business software applications, business writing, communications, mathematics and statistics, accounting, and economics as well as marketing, management, finance, supply chain management, and business law prior to enrolling in coursework for their major.

COLLEGE REQUIREMENTS

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

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

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

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

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

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

1. Non-Business Requirements (NBR)
   - Which consist primarily of College and University ACE (Achievement-Centered Education) coursework.

2. Business Core
   - Foundation (BCF), which also includes ACE 6 & 8
   - Intermediate (BCI)
   - Advanced-Major (BCA-M)
   - Advanced-Capstone (BCA-C), (ACE 10)

3. Electives

Non-Business Requirements (NBR)
(Most of the ACE requirements)

Eight Courses (normally 24-26 hours)
All students in the College of Business will take the following non-business courses (unless otherwise noted).

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

All coursework for NBR must be taken for a grade.

NBR 1: Written Communication (ACE 1)
Choose ONE of the following:

ENGL 150 Writing and Inquiry
ENGL 151 Writing and Argument

Students should refer to the course descriptions to select the one course best suited to individual interests. While several communication courses may be selected to fulfill the University ACE 1 outcome, one of the above
is a specific requirement for the College of Business and will fulfill both requirements with one course. ENGL 150 and ENGL 151 are restricted to first and second year students. Upper-class students will need to take ENGL 254 Writing and Communities as a substitute.

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

Choose ONE of the following:

MATH 104 Applied Calculus

MATH 106 Calculus I

Any advanced calculus course above the 106 level

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

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

**Math Placement Exam (MPE)**

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

- The results of this examination determine which math course students will enroll in their first semester on campus.
- The Math Placement Exam may be retaken if a student feels that they are able to test into a higher level course.
- Students lacking sufficient high school preparation in math may need to enroll in equivalent high school preparatory courses, as will be determined by the MPE.
- Preparatory courses should be taken as soon as possible to avoid future sequencing problems.
- Additional information about the exam can be found at the UNL math website ([http://www.math.unl.edu/resources/undergraduate/mpe](http://www.math.unl.edu/resources/undergraduate/mpe)).

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

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

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

- **Agribusiness majors** – NBR 3 (ACE 4) – AGRI 115 Biotechnology, Food, Health and Environment, AGRO 131 Plant Science, ENTO 115 Insect Biology, MSYM 109 Physical Principles in Agriculture and Life Sciences, NRES 108 Earth’s Natural Resource Systems Laboratory, PLPT 110 Molds and Man may be taken to fulfill the science requirement (NBR 3 – ACE 4) as well as a requirement for the major (BCA-M).

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

Choose one course from ACE 5 Certified Courses.

- International business majors – NBR 4 (ACE 5) – FREN 301 Survey of French Literature, FREN 302 Themes in French Literature; RUSS 301 Russian Cultural Studies, RUSS 302 Studies in Russian Culture and Film, RUSS 482 Russian Literature in Translation I, RUSS 483 Russian Literature in Translation II; SPAN 305 The Analysis of Communication in Spanish, SPAN 314 Introduction to Hispanic Literature: Spain, SPAN 315 Representative Authors of Spain, SPAN 331 Latin American Civilization may be taken to fulfill NBR 4–ACE 5 as well as a requirement for a language minor or toward the major language requirement.

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

Choose one course from ACE 7 Certified Courses.

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

Choose one course from ACE 9 Certified Courses.

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

The options include:

- Actuarial science majors – must complete an International Business Course as part of the degree requirements. Actuarial science majors may choose to take ECON 321 Introduction to International Economics to fulfill the IBCR as well as the global awareness requirement (NBR 6–ACE 9).
- Agribusiness majors – AECN 346 World Food Economics, AECN 367 Agricultural Development in Developing Countries, AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, AGRI 282 Introduction to Global Agricultural and Natural Resources Issues, ENSC 110 Energy in Perspective, HORT 200 Landscape and Environmental Appreciation, may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major.
• Business administration majors – ECON 321 and MNGT 414 Leadership in a Global Context may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 and MNGT 414 are also IBCR course options.)

• Economics majors – ECON 321 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 is also an IBCR option.)

• International business majors – BSAD 320 Global Issues, BSAD 420 Global Leadership and the Culture Map, ECON 321 or MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may fill a requirement for the major. (ECON 321 or MNGT 414 are also IBCR options.)

• Management majors – MNGT 365 Managing Diversity in Organizations or MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may be able to fulfill a requirement for the major/minor depending on the option selected. (MNGT 414 is also an IBCR option.)

• An alternative to the above options is allowance of the course to count for NBR 6–ACE 9 and the associated minor—but only one or the other (major OR minor).

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

NBR 7: Business Communication (ACE 1)
BSAD 220 Business Writing

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

NBR 8: Oral Communication Skills (ACE 2)
Choose one course from:

MRKT 257 Sales Communication

COMM 286 Business and Professional Communication

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

NOTE: In the selection of coursework for any of the above NBR’s, prerequisites, when stated anywhere in this catalog, means coursework MUST BE COMPLETED to enroll in the class. Concurrent enrollment in any identified prerequisite(s) is NOT permitted unless so indicated in the course description.

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

• Business Core Foundation (BCF) – 18 hours
• Business Core Intermediate (BCI) – 18 hours
• Business Core Advanced–Major (BCA-M) – Hours vary from 21-33 hrs

• Business Core Advanced–Capstone (BCA-C) – 3 hours + 0 hour assessment

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

Professional Enhancement Program (PrEP) (4 hours)

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

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

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

All coursework (except BSAD 50, BSAD 111, BSAD 222, BSAD 333, and BSAD 444) must be taken for a grade. Raikes students are exempted from these courses.

BCF 1–BSAD 111 PrEP I, Investing in Strengths

• BSAD 111
  • 1-credit-hour course (offered Pass/No Pass only)
  • Required of all new freshmen
  • Take this course as a freshman (preferably first semester)

• BSAD 111S
  • 0-credit hour course, available exclusively to transfer students. Required of all on- and off-campus transfer students
  • Take this course as soon as possible upon transfer into the college (preferably first semester)

BCF 2–BSAD 50 Business Computer Applications

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

BCF 3–SCMA 250 Spreadsheet Analytics

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

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

• ACCT 201 Introductory Accounting I
  • Sequential; take ACCT 201 first.
  • Prerequisite: Sophomore standing, 2.5 cumulative GPA; or freshman standing with completion of MATH 104 or MATH 106 with a grade of C or better, and a 2.5 cumulative GPA earned in 14 hours of UNL credit.

• ACCT 202 Introductory Accounting II
• Sequential; take ACCT 202 following completion of ACCT 201.
• Prerequisite: Sophomore standing; or freshman standing with completion of MATH 104 or MATH 106 with a grade of C or better; grade of C or better in ACCT 201; 2.5 cumulative GPA.
• Grade of C or better in prerequisites is normally required for accounting courses.

BCF 5–ECON 211 Principles of Macroeconomics and ECON 212 Principles of Microeconomics (ACE 8/6)
• Not sequential.
• Prerequisite: Completion of 12 hours of coursework.

BCF 6–ECON 215 Statistics (ACE 3)
• Prerequisites: Sophomore standing; MATH 104 or MATH 106; BSAD 50; 2.5 GPA.
• Must take ECON 215 (not STAT 218 Introduction to Statistics nor EDPS 459 Statistical Methods nor CRIM 300 Applied Statistics and Data Processing in the Public Sector nor SOCI 206 Introduction to Social Statistics).
• Actuarial science majors MUST take STAT 380 Statistics and Applications instead of ECON 215; will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference.

BCF 7–BSAD 222 PrEP II, Career Development and Planning
• 1-credit-hour course (offered Pass/No Pass only).
• Prerequisites: Majors in College of Business; sophomore standing; 2.5 GPA.
• Take this course as a sophomore.

Business Core Intermediate (BCI) – Six Courses (18 hours)
• Prerequisites for the BCI courses include MATH (NBR2), ACCT 201, ACCT 202, ECON 211, ECON 212, ECON 215, BSAD 220, and a 2.5 GPA.
• Required of all business students regardless of major (except where noted under individual courses).
• Enrollment in BCI normally occurs during the sophomore and junior year.
• All coursework must be taken for a grade.
• Sequence with the following recommendations/restrictions:
  • Plan complete sequence of intentions to take BCI (and necessary prerequisites) to remain on schedule for graduation.
  • Enroll in courses most applicable to your major as soon as possible, particularly MRKT, FINA and SCMA, to stay on sequence for major.
  • There are exceptions to these requirements for specific majors (ACCT, MRKT, ACTS). Please note those exceptions.
  • If transferring, a maximum of 3 hours may apply, with further restrictions on applicability, to not exceed the 15-hour limitation. For details on transfer rules, see Transfer Credit Restrictions under Course Exclusions and Restrictions.
  • See the links for each course to know the specific prerequisites and course descriptions.

BCI 1–BLAW 371 Legal Environment or BLAW 372 Business Law I
• Accounting majors must take BLAW 372.

BCI 2 – SCMA 350 Business Analytics/Information Analysis or in certain cases MRKT 350 Marketing Analytics
• Marketing and agribusiness majors may choose to take MRKT 350, which carries an additional prerequisite of MRKT 341.

BCI 3 – FINA 361 Finance
• Actuarial science majors will take FINA 461 Advanced Finance to meet this requirement.

BCI 4 – MRKT 341 Marketing

BCI 5 – SCMA 331 Operations and Supply Chain Management

BCI 6 – MNGT 301 Introduction to Management

Professional Enhancement Program – Upper level

• 1-credit-hour course (offered Pass/No Pass only).
• Prerequisites: Majors in College of Business; 2.5 GPA; BSAD 222.
• Take this course second semester sophomore year or junior year.

PrEP–BSAD 444 PrEP IV, Professional and Life Skills
• 1-credit-hour course (offered Pass/No Pass only).
• Prerequisites: Majors in College of Business; 2.5 GPA; senior standing or by permission.
• Take this course first or second semester of senior year.

Business Core Advanced-Major (BCA-M) – (21-33 hours)
• Coursework for the major requires completion of specific, required courses of the department, along with other guidelines.
• Refer to the Major page for a listing of requirements.
• Careful and advanced planning is necessary as some courses for the major may not necessarily be available every semester and classes for the major are limited in the summer sessions.
• ALL coursework for the major must be taken for a grade (students may not take classes Pass/No Pass).
• Students may be able to take their International Business Course Requirement (IBCR) as part of their major.
• Although a 2.5 GPA may not be required to take these courses, a 2.5 is required to apply for graduation; thus, students are expected to maintain this level throughout their collegiate career.
• Sequencing of classes is critical, particularly for agribusiness, actuarial science, and international business majors; plan the major courses well in advance of enrollment.
• By this point in time, the curriculum was designed for ACE (except ACE 10) to have been completed through other coursework. If missing an ACE 4 or 9, there may be options through the major to fulfill both requirements.
• A maximum of 3 hours of coursework may transfer if the 15-hour limitation has not been exceeded. Further restrictions may apply.

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

BCA-C 1 – MNGT 475 Business Policies and Strategies (ACE 10)
• Reserved for graduating seniors, this course requires the Business Core Foundation (BCF) and Intermediate (BCI) coursework to be completed for enrollment. BLAW 371 or BLAW 372 may be completed concurrently. Actuarial students may take FINA 461 concurrently with MNGT 475.
• A capstone course integrating business concepts covered throughout the program.
• Course MUST be taken at the University of Nebraska–Lincoln and taken for a grade (no Pass/No Pass).

**BCA-C 2 – BSAD 98 Senior Assessment**
- A 0-credit-hour seminar required of ALL business graduating seniors.
- Taught via Canvas – all components must be completed to a satisfactory level to graduate.

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

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

- Some hours may need to be additional business coursework (to meet the requirement that 60 hours of coursework be in business). This requirement will vary by major.
- There may be a need to enroll in an international business course requirement (IBCR) if not taken as part of the major or for the business elective(s) requirement.
- A minimum of 12 hours of 300/400 upper-level coursework beyond the business core is required for most majors to ensure depth is achieved through enrollment in elective hours. See 300/400-level Elective Requirement below for additional information.
- If not completed through the other area requirements, any remaining ACE requirements will need to be completed as required electives.
- In a 21-hour major, students will average 30 hours of elective credit; second major options and/or minors may be appropriate to consider for elective hours.

**Other Requirements**

**International Business Course Requirement (IBCR)**
- The international business course requirement (IBCR) is to broaden the student’s international perspective.
- Each student, excluding accounting majors, must include one course which emphasizes an international business perspective.
- Actuarial science majors are encouraged to take FINA 450 if they have not met this requirement with completion of NBR 6 – ACE 9 with ECON 321 or MRKT 414.
- The IBCR must be taken for a grade.

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

**IBCR Courses**

**BSAD 491 International Studies in Business and Economics (1-15 hrs)**
- Available only to students studying abroad for which there is no University of Nebraska–Lincoln equivalent course.
- Available also for the Senshu, Japan, CIMBA Italy, and for the China Education Abroad Programs.

- Senshu program students may apply 3 hours towards electives in the FINA, MRKT, or MRKT major; 6 hours applicable for BSAD or IBUS major/minor.
- BSAD 491 credit from any other study abroad program should be based on course topics directly associated with a specific major in MRKT, MRKT or FINA, and may need department consent to be used in the major. Students should visit with an academic advisor for assistance.

**BSAD 320 Global Issues**
**BSAD 420 Global Leadership and the Culture Map**
**ECON 321 (If not completed at this point, ECON 321 may double count for ACE 9.)**
**ECON 421 International Trade (Credit cannot be earned in both ECON 421 and AECN 420.)**
**ECON 422 International Finance**
**ECON 423 Economics of the Less Developed Countries**
**ECON 466 Pro-seminar in International Relations I & ECON 467 Pro-seminar in International Relations II (Credit option for students participating in the Nebraska at Oxford Program.)**
**ECON 440 Regional Development**
**FINA 450 International Financial Management**
**MNGT 414 (If not completed at this point, MNGT 414 may double count for ACE 9.)**
**SCMA 459 Global Information Systems**
**MRKT 453 International Marketing**
**SCMA 439 Global Sourcing and Distribution**

Although the following courses may also be used to fulfill requirements in the international business major/minor/IBCR, students should be aware that they are not necessarily offered on a consistent basis.

**ECON 322 Introduction to Development Economics (Credit cannot be earned in both ECON 322 and AECN 367 Agricultural Development in Developing Countries.)**
**ECON 323 The Economic Development of Latin America**
**ECON 388 Comparative Economic Systems**
**ECON 487 Economies in Transition**

If planned carefully, the IBCR course may count in two places. It is not an extra 3 hours of credit, but rather, is 3 hours embedded within other requirements. If selected carefully, it can also count for 3 hours of credit in the major (i.e., MRKT 453 International Marketing counts for a MRKT elective in the MRKT major and also counts for the IBCR; FINA 450 International Financial Management counts for a FINA elective in the FINA major and also fulfills the IBCR). On the other hand, if coursework for the major is already determined by personal choices or requirements, the IBCR may count in electives, and more specifically, for one of the ‘business’ electives needed for most majors. If not planned carefully this requirement may mean that the student will need to take an additional 3 hours of credit.
300/400 Upper-level Requirement
As part of the degree requirements, all students must complete a certain number of 300/400-level courses. Most of these courses will be completed in the Business Core but some majors will require additional hours from outside of the Business Core. With a “standard” 21 hour major 12 additional hours will be required. Normally, if a major is larger than 21 hours the number of additional upper-level courses is reduced. This requirement can be met by business or non-business coursework.

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

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

Business Course/Business Elective Hours
At a minimum, 60 hours of business courses are required for the BSBA degree.

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

- Accounting, economics, management, and marketing majors – 3 hours of business electives.

- Business administration majors – no additional business coursework as the major consists of 24 hours of business coursework.
- Actuarial science majors – no additional business coursework as the major consists of 28 hours of business coursework.
- Finance majors – no additional business coursework as the major consists of 24-27 hours of business coursework.
- Agribusiness and Raikes majors – no additional business coursework required due to intent of major as being ‘business-related’ coursework.
- Additional hours may be required if there is a variation in hours for NBR, BCF, BCI or BCA, or if there is a violation of transfer limits, the 15 hour rule, etc.

Coursework must be taken for a grade except for 398/399 options where grades are generally not permitted.

Foreign Languages/Language Requirement
Other than meeting the minimum requirement for admission to the University, the College does not require any additional work in foreign languages except for IBUS majors. IBUS majors must complete the equivalent of 8 hours of a foreign language while in college. However, students are always encouraged to take language courses.

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

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

- A grade of C or higher is expected in prerequisite courses to enroll in ACCT courses.
- A grade of C or higher is required in FINA 361 Finance in order to take most upper-level FINA courses.
- A grade of C or higher is required in other departmental higher-level sequencing courses (i.e., MATH 101 to take MATH 104, etc.). See course descriptions to determine enrollment restrictions.
- Minimum 2.5 cumulative GPA is required to enroll in many business courses, ACCT 201, ACCT 202, BLAW 371, BLAW 372, ECON 215, FINA 361, MNGT 301, MNGT 475, MRKT 341, MRKT 350, SCMA 331, SCMA 350.
- Grades of C- or lower may be removed by retaking the course at UNL or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska system.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

Pass/No Pass
The Pass/No Pass option is designed for students who want to study areas or topics in which they may have minimum preparation. If used for this purpose, the option can enrich the student’s academic experience without lowering the student’s grade point average. Several restrictions apply when considering the Pass/No Pass option:
• BSAD 111, BSAD 222, BSAD 333, BSAD 444 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 BSAD 111, BSAD 222, BSAD 333, BSAD 444).
• No student enrolled in any college at the University of Nebraska–Lincoln may take business courses in the College of Business using the Pass/No Pass option.
• College of Business students may NOT take coursework to satisfy ACE requirements, the International Business Course Requirement (IBCR), nor any required business coursework, including in the major and minor, using the Pass/No Pass option.
• Students majoring in actuarial science through the College of Business may NOT take any math, actuarial science, or required courses using the Pass/No Pass option.
• Students taking courses to fulfill the requirements of a minor in an area of study outside the College of Business are subject to College rules restricting use of the Pass/No Pass option if courses in the minor are used to meet ACE or any college-specific requirements.
• Students seeking any minor outside the College should verify rules applying to minimum grade expectations and Pass/No Pass options with the advisor for their minor as additional restrictions may apply and often vary.
• Students from UNO/UNK/UNMC and from other institutions are subject to the same restrictions listed here for University of Nebraska–Lincoln students.

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

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

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

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

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

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

ACE Requirements
All students must fulfill the Achievement Centered Education (ACE) requirements. Information about the ACE program may be viewed at Achievement-Centered Education website (https://ace.unl.edu). Students may also use the catalog’s course search function to search for ACE groups. Example: Enter ACE 1 in the search to generate a list of all possible ACE 1 courses. 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) and 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 the 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.

Learning Outcomes
Graduates of business administration will be able to:

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

**Major Requirements**

**Core Requirements**

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

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

No departmental 399/499 courses may count toward the business administration major.

**Specific Major Requirements**

**Business Core Advanced–Major (BCA-M)**

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

- Accounting
- Economics
- Finance
- Management or Supply Chain
- Marketing

**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 each of five departments must be represented.
- A MINIMUM of 6 hours from each of three departments must be represented.
- A MINIMUM of 9 hours must be taken at the 400 level. A minimum of three departments must be represented at the 400 level.
- Departmental 499s (unless an honors thesis) may NOT be used toward the major.

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

**Accounting**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 301</td>
<td>Using Accounting Information</td>
</tr>
<tr>
<td></td>
<td>(Recommended course for Business Administration students)</td>
</tr>
<tr>
<td>ACCT 308</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>ACCT 309</td>
<td>Accounting Systems</td>
</tr>
<tr>
<td>ACCT 313</td>
<td>Intermediate Accounting I</td>
</tr>
<tr>
<td>ACCT 314</td>
<td>Intermediate Accounting II</td>
</tr>
<tr>
<td></td>
<td>Any 400-level Accounting course</td>
</tr>
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**Economics**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 311</td>
<td>Intermediate Macroeconomics</td>
</tr>
<tr>
<td>ECON 312</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>ECON 321</td>
<td>Introduction to International Economics</td>
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<tr>
<td></td>
<td>Any 400-level Economics course</td>
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</table>

**Finance**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>FINA 338</td>
<td>Principles of Individual and Corporate Risk Management</td>
</tr>
<tr>
<td>FINA 363</td>
<td>Investment Principles</td>
</tr>
<tr>
<td>FINA 365</td>
<td>Financial Institutions</td>
</tr>
<tr>
<td></td>
<td>Any 400-level Finance or Actuarial Science course</td>
</tr>
</tbody>
</table>

**Management**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MNGT 321</td>
<td>Entrepreneurship and Innovation in</td>
</tr>
<tr>
<td></td>
<td>Organizations</td>
</tr>
<tr>
<td>MNGT 361</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>MNGT 360</td>
<td>Managing Behavior in Organizations</td>
</tr>
<tr>
<td>SCMA 335</td>
<td>Supply Chain Decision Making Models</td>
</tr>
<tr>
<td></td>
<td>Any 400-level Management or Supply Chain Management course</td>
</tr>
</tbody>
</table>

**Marketing**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRKT 346</td>
<td>Marketing Channels Management</td>
</tr>
<tr>
<td></td>
<td>SCMA 346</td>
</tr>
<tr>
<td>MRKT 347</td>
<td>Marketing Communication Strategy</td>
</tr>
<tr>
<td>MRKT 345</td>
<td>Market Research</td>
</tr>
<tr>
<td>MRKT 350</td>
<td>Marketing Analytics</td>
</tr>
<tr>
<td>MRKT 355</td>
<td>Marketing Metrics</td>
</tr>
<tr>
<td></td>
<td>Any 400-level Marketing course</td>
</tr>
</tbody>
</table>

**Additional Restrictions**

Students who earn BSAD 491 International Studies in Business and Economics (6 hrs) from the Senshu (Japan) study abroad program may substitute 6 hours of BSAD 491 toward the second course in two of the three required departments.

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

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

**Additional Major Requirements**

**Prerequisite Requirements/Rules**

Enrollment in any upper-level coursework offered by the departments requires completion of appropriate prerequisites. Refer to course descriptions for specific course prerequisites.

**Grade Rules**

**C- and D Grades**

Same as College grade rules.

**Pass/No Pass**

Same as College Pass/No Pass rules.

**GPA Requirements**

Same as College GPA requirements.
Requirements for Minor Offered by Department

General Business Minor—Plan A Only

The minor consists of the following 18 hours:

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

Total Credit Hours 18

Please note the following information:

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

ACCT 200 Accounting for Business Decisions
Prerequisites: For non-CBA students only; 2.5 cum GPA; Sophomore standing (or freshman standing with 14 credit hours of UNL credit and MATH 104 with a grade of ‘C’ or ‘Pass’ or better).
Notes: Credit towards the degree cannot be earned in both ACCT 200 and ACCT 201 and/or ACCT 202.
Description: This course is designed to introduce financial and managerial accounting concepts to students who are not business majors but who will use such information in future roles as investors, owners, managers, employees and/or taxpaying citizens. Because accounting is referred to as ‘the language of business’ a primary objective of this course is to enable you to understand how accounting meets the information needs of various users. The course lays a foundation for understanding and use of accounting concepts, skills and judgments in numerous endeavors, both career and personal.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Offered: ALL
Prerequisite for: FINA 300; HRTM 310

ACCT 201 Introductory Accounting I
Prerequisites: Sophomore standing (or Freshman standing with 14 credit hours of UNL credit and MATH 104 with grade of ‘C’ or ‘Pass’ or better); and 2.5 GPA.
Notes: Credit toward the degree cannot be earned in both ACCT 200 and either of ACCT 201 and/or ACCT 202.
Description: Fundamentals of accounting, reporting, and analysis to understand financial, managerial, and business concepts and practices.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Offered: ALL
Prerequisite for: ABUS 341, MRKT 341; ACCT 202; ACCT 202H; ACCT 301; ACCT 308; ACCT 309; ACCT 313; AECN 416; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; CIV 476; FINA 300; FINA 361; FINA 361H; FINA 361H; HRTM 310; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; MRKT 341H; RAIF 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H

ACCT 201H Honors: Introductory Accounting I
Prerequisites: Open only to CBA Honors Academy students in good standing or by permission; freshman standing.
Description: Fundamentals of accounting, reporting, and analysis to understand financial, managerial, and business concepts and practices.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; ACCT 202; ACCT 202H; ACCT 301; ACCT 308; ACCT 309; ACCT 313; AECN 416; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; CIV 476; FINA 300; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; MRKT 341H, RAIF 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACCT 202 Introductory Accounting II
Prerequisites: Sophomore standing (or freshman standing with 14 credit hours of UNL credit and MATH 104 or MATH 106 with a grade of 'C' or 'Pass' or better); ACCT 201 or 201H with grade of 'C' or above; and 2.5 GPA.
Notes: Credit toward the degree cannot be earned in both ACCT 200 and either of ACCT 201 and/or ACCT 202.
Description: Continuation of ACCT 201.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Offered: ALL
Prerequisite for: ABUS 341, MRKT 341; ACCT 301; ACCT 308; ACCT 309; ACCT 313; AECN 416; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; CIVE 476; FINA 300; FINA 361; FINA 361H; HRTM 479; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; SCMA 331; SCMA 350; SCMA 350H
ACCT 202H Introductory Accounting II
Prerequisites: Open only to CBA Honors Academy students in good standing or by permission. Sophomore standing; ACCT 201 or ACCT 201H with a grade of C or above; and a 2.5 cumulative GPA.
Description: Continuation of ACCT 201H.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Offered: ALL
Prerequisite for: ABUS 341, MRKT 341; ACCT 301; ACCT 308; ACCT 309; ACCT 313; AECN 416; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; CIVE 476; FINA 300; FINA 361; FINA 361H; HRTM 479; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; SCMA 331; SCMA 350; SCMA 350H
ACCT 301 Using Accounting Information
Prerequisites: For non-Accounting majors only; 2.5 GPA, ACCT 201 or 201H and ACCT 202 or 202H with a C or better.
Notes: Does not provide credit toward an accounting degree or accounting minor.
Description: Designed to introduce non-accounting majors to the basics of using accounting information. Covers the practical relationships between business decisions and the financial statements, including forecasting, investment decisions, and tax effects.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: General Economics and Theory
ACCT 306 Survey of Accounting
Prerequisites: Except for the 53-hr requirement, the junior standing prerequisite is waived.
Notes: 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
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; ACCT 308; ACCT 309; ACCT 313; BLAW 371; BLAW 371H; BLAW 372; CIVE 476; SCMA 331; SCMA 350; SCMA 350H
ACCT 308 Managerial Accounting
Prerequisites: ACCT 201 or 201H, ACCT 202 or 202H, or ACCT 306, ECON 215 or STAT 218, SCMA 331 and MATH 104 or 106; all with grades of 'C' or above.
Description: Internal accounting as a tool to generate information for managerial planning and control. Conventional and computer problem materials are used to develop understanding of operating and capital budgets, standard costs, incremental concepts, relevant costs, transfer pricing, and responsibility and profit center reports as a means of analysis as well as techniques of measurement.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACCT 309 Accounting Systems
Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, or ACCT 306, and MATH 104 or 106; with grades of C or better, or permission.
Description: Examination of accounting system concepts, applications, and the process by which they are analyzed, designed, and implemented. Emphasis on management information and computer applications in financial accounting, auditing, and management accounting by means of case study analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACCT 312 Federal Tax Accounting
Prerequisites: Co-requisite: to be taken con-currently with or after ACCT 313
Description: Federal and state income tax concepts. Includes theory and historical growth of the fundamentals of the federal tax laws and regulations. Emphasis on the practical application of the tax laws in the preparation of the tax returns (for wage earners and sole proprietors) and the need for tax planning.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ACCT 813, ACCT 413; ACCT 815; ACCT 816; ACCT 819
ACCT 313 Intermediate Accounting I
Prerequisites: ACCT 201 or 201H and ACCT 202 or 202H, or ACCT 306, and MATH 104 or 106; with grades of C or better.
Description: Analysis and interpretation of financial and operating statements; net income concepts, statements from incomplete records; theory and practice relating to cash flow; and the investment in tangible and intangible assets.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ACCT 312; ACCT 314; ACCT 355; ACCT 407
ACCT 314 Intermediate Accounting II
Prerequisites: ACCT 313 with grade of C or better or permission
Description: Continuation of ACCT 313 with emphasis on contemporary accounting theory and practice regarding long-term liabilities, corporate equities, and problem areas under study by professional accounting organizations. Analysis of financial statements and the statements of cash flow stressed and related to current controversial topics.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

ACCT 355 Research in Accounting
Prerequisites: ACCT 313 with a grade of C or better
Description: Research, analysis, and communication of proposals based on current issues in accounting, auditing, and taxation via written reports and presentations.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

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

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

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

ACCT 401 Fraud Examination and Internal Audit
Crosslisted with: ACCT 801
Prerequisites: ACCT Major or Permission; ACCT 314 and ACCT 309 with grade of C or better.
Description: Principles and methodologies of detecting and deterring fraud using accounting, auditing, and investigative skills. Also introduces the fundamentals of internal auditing in a changing business environment.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Offered: FALL/SPR

ACCT 404 Advanced Accounting
Crosslisted with: ACCT 804
Prerequisites: ACCT Major or Permission; ACCT 314 with grade of C or better.
Description: Special accounting problems relating to the preparation of combined and consolidated financial statements for accounting entities with branch offices and with subsidiaries, both domestic and foreign; partnership accounting; accounting for foreign currency transactions and translations; governmental and not-for-profit accounting.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

ACCT 407 Ethics and Accountant's Professional Responsibility
Prerequisites: ACCT 313 with grade of "C" or better
Description: Role of a professional accountant, codes of accountants, ethical decision making, the legal, regulatory and social environment in which an accountant makes an ethical decision.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

ACCT 409 Accounting Information Systems (AIS)
Crosslisted with: ACCT 809
Prerequisites: ACCT Major or Permission; ACCT 309 with a grade of C or better.
Description: Identify, document, evaluate, and suggest improvements to accounting information systems (AIS). Focus on impact of new technology on business transactions in an AIS, and how the information system influences and supports business decisions. Current events in the AIS field.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACCT 410 Auditing
Crosslisted with: ACCT 810
Prerequisites: ACCT Major or Permission; ACCT 309 and 314, both with a grade of C or better.
Description: Duties and responsibilities of auditors, methods of conducting various kinds of audits; audit working papers; the preparation of the audit report; the auditor's certificate; special problems in the audit of different kinds of enterprises.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ACCT 802; ACCT 832

ACCT 413 Corporate Tax Accounting
Crosslisted with: ACCT 813
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
Format: LEC

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
Format: IND

ACTS 399 Independent Study
Prerequisites: Permission.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 24
Format: IND

ACTS 401 Problem Lab: Basic Actuarial Applications of Probability
Prerequisites: MATH 208 or 208H and STAT 462, or parallel, and both with a grade of "Pass" or "C" or better.
Description: Calculus-based probability, both univariate and multivariate, applications to risk management-related problems. Problems as posed in the Society of Actuaries (SOA) Exam "P" and/or Casualty Actuarial Society (CAS) Exam "1". Determination of loss frequency distributions and their characteristics, expected value, variance, and percentiles. Determination of loss severity distributions and their characteristics, expected value, variance, and percentiles. Determination of loss sharing parameters, deductibles, and maximum payments.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LAB

ACTS 402 Problem Lab: Basic Actuarial Applications of Financial Mathematics
Prerequisites: ACTS 440/840 or parallel
Description: Application of basic mathematics of finance to problems involving valuation of financial transactions. Problems as posed in the "Society of Actuaries (SOA) Exam 'FM'" and/or "Casualty Actuarial Society (CAS) Exam '2'". Determining equivalent measures of interest; estimating the rate of return on a fund; discounting or accumulating a sequence of payments with interest; determining yield rate; length of investment; amounts of investment contributions or amounts of investment returns for various types of financial transactions; and basic calculations involving yield curves, spot rates, forward rates, duration, convexity, immunization and short sales; introduction to financial derivatives (forwards, options, futures, and swaps) and their use in risk management; and introduction to the concept of no-arbitrage as a fundamental concept in financial mathematics.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LAB

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

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

ACTS 405 Problem Lab: Actuarial Models - Financial Economics
Prerequisites: ACTS 440/840 and FINA 467
Description: Problems as posed in the "Society of Actuaries (SOA) Exam 'M'". Interest rate models; rational valuation of derivative securities (option pricing: put-call parity, the binomial model, Black-Scholes formula, and actuarial applications; interpretation of option Greeks and delta-hedging; features of exotic options; an introduction to Brownian motion and Itô's lemma); and risk management techniques.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LAB
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<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>ACTS 410</td>
<td>Introduction to Credibility, Smoothing of Data, and Simulation</td>
<td>ACTS 810</td>
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<td>ACTS 425</td>
<td>Survival Models</td>
<td>ACTS 825</td>
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<td>ACTS 430</td>
<td>Actuarial Applications of Applied Statistics</td>
<td>ACTS 830</td>
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<td>Interest Theory</td>
<td>ACTS 840</td>
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<tr>
<td>ACTS 441</td>
<td>Introduction to Financial Economics</td>
<td>ACTS 841</td>
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<td>ACTS 442</td>
<td>Principles of Pension Valuation</td>
<td>ACTS 842</td>
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<td>ACTS 450</td>
<td>Stochastic Processes for Actuaries</td>
<td>ACTS 850</td>
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<td>ACTS 470</td>
<td>Life Contingencies I</td>
<td>ACTS 870</td>
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- **ACTS 410 Introduction to Credibility, Smoothing of Data, and Simulation**
  - **Crosslisted with:** ACTS 810
  - **Prerequisites:** STAT 463
  - **Description:** Full, partial, Buhlmann, and Buhlmann-Straub credibility models. Introduction to empirical Bayes and statistical distributions used to model loss experience. Application of "polynomial splines" to actuarial data. Simulation of "discrete" and "continuous random" variables in context of actuarial models. Simulation to "p-value" of hypothesis test. "Bootstrap method" of estimating the "mean squared error" of an estimator.
  - **Credit Hours:** 3
  - **Max credits per semester:** 3
  - **Max credits per degree:** 3
  - **Format:** LEC
  - **Prerequisite for:** ACTS 404

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

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

- **ACTS 440 Interest Theory**
  - **Crosslisted with:** ACTS 840
  - **Prerequisites:** MATH 208 or 208H with a grade of "Pass" or "C" or better, or parallel
  - **Notes:** Grade only
  - **Description:** Application of financial mathematics to problems involving valuation of financial transactions; equivalent measures of interest; rate of return on a fund; discounting or accumulating a sequence of payments with interest; and yield rates, length of investment, amounts of investment contributions or amounts of investment returns for various types of financial transactions; loans and bonds. Introduction to the mathematics of modern financial analysis. Calculations involving yield curves, spot rates, forward rates, duration, convexity, and immunization.
  - **Credit Hours:** 4
  - **Max credits per semester:** 4
  - **Max credits per degree:** 4
  - **Format:** LEC
  - **Prerequisite for:** ACTS 405; ECON 365, FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450

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

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

- **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
  - **Format:** LEC

- **ACTS 470 Life Contingencies I**
  - **Crosslisted with:** ACTS 870
  - **Prerequisites:** ACTS 440 and STAT 462, each with a grade of "C" or better
  - **Notes:** First course of a two-course sequence that includes ACTS 471.
  - **Description:** Theory and applications of contingency mathematics in the areas of life and health insurance, annuities, and pensions. Probabilistic models.
  - **Credit Hours:** 3
  - **Max credits per semester:** 3
  - **Max credits per degree:** 3
  - **Format:** LEC
  - **Prerequisite for:** ACTS 403
ACTS 471 Life Contingencies II
Crosslisted with: ACTS 871
Prerequisites: ACTS 470 and STAT 462, each with a grade of "C" or better
Notes: Second course of a two-course sequence that includes ACTS 470.
Description: Life insurance reserve for models based on a single life. Introduction to multiple life models for pensions and life insurance and to multiple decrement models.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ACTS 403; ACTS 442, ACTS 842
ACTS 473 Introduction to Risk Theory
Crosslisted with: ACTS 873
Prerequisites: STAT 462 with a grade of "C" or better
Description: Applications of compound distributions in modeling of insurance loss. Continuous-time compound Poisson surplus processes, computation of ruin probabilities, the distributions of the deficit at the time of ruin, and the maximal aggregate loss. The effect of reinsurance on the probability of ruin.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ACTS 403
ACTS 474 Introduction to Property/Casualty Actuarial Science
Crosslisted with: ACTS 874
Prerequisites: STAT 462 with a grade of "C" or better.
Description: Mathematical, financial, and risk-theoretical foundations of casualty actuarial science. Risk theory, loss reserving, ratemaking, risk classification, credibility theory, reinsurance, financial pricing of insurance, and other special issues and applications.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACE: ACE 10 Integrated Product

BLAW 300 Business, Government & Society
Prerequisites: For non-CBA students only; 2.5 cum gpa; Sophomore Standing
Notes: Credit towards the degree cannot be earned in both BLAW 300 and BLAW 371 and/or BLAW 372.
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
Format: LEC
ACE: ACE 8 Civic/Ethics/Stewardship
BLAW 371 Legal Environment
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372.
Description: Law as it relates to the business transaction. Torts, contracts, sales, and related topics in the political and economics environment in which business functions and consideration of social and ethical issues creating pressure for change.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
BLAW 371H Legal Environment
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372.
Description: Law as it relates to the business transaction. Torts, contracts, sales, and related topics in the political and economics environment in which business functions and consideration of social and ethical issues creating pressure for change.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
BLAW 372 Business Law I
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH 104 or MATH 106 or MATH 107 or MATH 208; BSAD 220; ACCT 201 and ACCT 202; ECON 211 and ECON 212; ECON 215 or equivalent). Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372.
Description: 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
Format: LEC

BLAW 372H Honors: Business Law I
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH 104 or MATH 106 or MATH 107 or MATH 208; BSAD 220; ACCT 201 and ACCT 202; ECON 211 and ECON 212; ECON 215 or equivalent). Open only to Nebraska Business Honors Academy students or by permission.
Notes: Credit toward the degree cannot be earned in both BLAW 300 and either of BLAW 371/BLAW 371H or BLAW 372/BLAW 372H.
Description: Basic legal principles needed to recognize the relevant issues and the legal implications of business situations. Application of the principles of law to accounting and auditing. Political, social, and ethical implications. Property and contracts.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

BLAW 375 The Legal System, Lawyers, and the Common Law
Prerequisites: Junior standing and at least a 3.25 cumulative GPA.
Description: Introduction to the court system, sources of law, and an overview of the three major areas of the common law: torts, contracts, and property. Emphasizes intellectual property, zoning, product liability, Uniform Commercial code and other topics relevant to business. Examines the role of lawyers in business settings.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
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
Format: LEC
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
Format: LEC
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
Format: LEC
Offered: SPRING

BSAD 111 PrEP I, Investing in Strengths
Prerequisites: Freshman standing; a major in the College of Business Administration.
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
Format: LEC
Prerequisite for: BSAD 222; BSAD 222H

BSAD 111S PrEP I, Investing in Strengths for Transfer Students
Prerequisites: Open only to College of Business majors with sophomore standing or above.
Description: Focuses on identifying unique strengths for personal success in college and in life. Provides transfer students with essential information to understand their strengths. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 0
Max credits per semester: 
Max credits per degree: 
Format: IND
Prerequisite for: BSAD 222; BSAD 222H
BSAD 181H Honors: Foundations of Business I
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
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; ACCT 202; ACCT 308; ACCT 309; ACCT 313; BLAW 371; BLAW 371H; BLAW 372; ECON 311; MNGT 301; MNGT 301H; MNGT 475H, RAIK 476H; MRKT 341H, RAIK 341H; RAIK 182H, BSAD 182H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H

BSAD 182H Honors: Foundations of Business II
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
Format: LEC
Offered: SPRING
Prerequisite for: ABUS 341, MRKT 341; BLAW 371; BLAW 371H; BLAW 372; ECON 303; ECON 311; ECON 321; ECON 322; ECON 323; ECON 340; ECON 371; ECON 381; ECON 388; ECON 389; FINA 307, FINA 307H; MNGT 301; MNGT 301H; MNGT 475H, RAIK 476H; MRKT 341H, RAIK 341H; RAIK 182H, BSAD 281H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science

BSAD 185H Honors: Foundations of Leadership I
Crosslisted with: RAIK 185H
Prerequisites: Good standing in the University Honors Program; Admission to the Raikes School of Computer Science and Management.
Description: Introduction to personal development and its application to leadership.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LEC
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. BSAD/RAIK is '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
Format: LEC
Prerequisite for: RAIK 285H, BSAD 285H

BSAD 191 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: Topics vary.
Credit Hours: 6.00
Max credits per semester: 6
Max credits per degree: 6
Format: LEC

BSAD 191H Special Topics: CBA Honors Academy
Description: Variety of topics at the undergraduate level. Open only to CBA Honors Academy students or by permission.
Credit Hours: 6.00
Max credits per semester: 6
Max credits per degree: 6
Format: LEC

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

BSAD 220H Honors Business Writing
Crosslisted with: RAIK 288H
Prerequisites: Open to CBA Honors Academy Students or Raikes School of Computer Science and Management students in good standing or by permission. Sophomore standing; ENGL 150/ENGL 151H or ENGL 151/ENGL 151H.
Description: Principles of effective written business communication. Focus on effective writing strategies used in business disciplines.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MRKT 341H, RAIK 341H; SCMA 331; SCMA 350
ACE: ACE 1 Writing
BSAD 222 PrEP II, Career Development and Planning
Prerequisites: Majors in College of Business Administration; Sophomore Standing; 2.5 GPA, BSAD 111/BSAD 111S or concurrent.
Notes: Offered Pass/No Pass.
Description: Focuses on career development and planning. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LEC
Prerequisite for: BSAD 333

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

BSAD 281H Honors: Business Systems and Operations I
Crosslisted with: RAIK 281H
Prerequisites: Good standing in the University Honors Program; admission to the Raikes School of Computer Science and Management and BSAD/RAIK 182H.
Description: Focus on operations management. Introduction to advanced management principles and accounting system development. Content integration and application, problem-solving and situational analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: BSAD 282H, BSAD 282H

BSAD 282H Honors: Business Systems and Operations II
Crosslisted with: RAIK 282H
Prerequisites: Good standing in the University Honors Program; admission to the Raikes School of Computer Science and Management and BSAD/RAIK 281H.
Description: Continuation of operations management topics including advanced management principles and accounting system development. Content integration and application, problem-solving and situational analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: BSAD 333

BSAD 285H Honors: Applications of Leadership I
Crosslisted with: RAIK 285H
Prerequisites: Admission to the Raikes School of Computer Science and Management and BSAD/RAIK 186H.
Description: Making sense of yourself and others. Applications to team communication and shared leadership development.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LEC
Prerequisite for: RAIK 286H, BSAD 286H

BSAD 286H Honors: Applications of Leadership II
Crosslisted with: RAIK 286H
Prerequisites: Admission to the Raikes School of Computer Science and Management and BSAD/RAIK 285H.
Description: Continued making sense of yourself and others. Further applications to team and shared leadership communication and development.
Credit Hours: 0
Max credits per semester:
Max credits per degree:
Format: LEC

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
Format: LEC
ACE: ACE 9 Global/Diversity

BSAD 333 PrEP III, Internship and Job Search Strategies
Prerequisites: Majors in College of Business Administration; 2.5 GPA; BSAD 222.
Notes: Pass/No Pass.
Description: Focuses on internship/job search strategies. Part of the Professional Enhancement Program (PrEP), a series of classes designed to develop professional, confident and polished students for lifelong career success.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Format: LEC
Prerequisite for: BSAD 444H
BSAD 371H 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  
**Format:** LEC  
**Offered:** SPRING

BSAD 372H Honors: Business Law  
**Crosslisted with:** RAIK 372H  
**Prerequisites:** Admission to the Raikes School of Computer Science and Management and RAIK 184.  
**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  
**Format:** LEC  
**Offered:** SPRING  
**ACE:** ACE 8 Civic/Ethics/Stewardship

BSAD 381H Honors: Advanced Topics in Business I  
**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 282H.  
**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  
**Format:** LEC  
**Prerequisite for:** ECON 365; FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 401; FINA 450; MNGT 475H, RAIK 476H; RAIK 382H; BSAD 382H

BSAD 382H Honors: Advanced Topics in Business II  
**Crosslisted with:** RAIK 382H  
**Prerequisites:** Good standing in the University Honors Program; admission to the Raikes School of Computer Science and Management and BSAD/RAIK 381H.  
**Description:** Microeconomics. Continuation of advanced topics in accounting systems, finance, management and information systems. Content integration and application, problem-solving and situational analysis.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

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  
**Format:** LEC

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

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; BSAD/RAIK 282H; and CSCE/RAIK 284H.  
**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  
**Format:** LEC  
**Prerequisite for:** RAIK 402H, BSAD 402H, CSCE 402H, SOFT 402H  
**ACE:** ACE 8 Civic/Ethics/Stewardship

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; and 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  
**Format:** LEC  
**Prerequisite for:** RAIK 403H, BSAD 403H, CSCE 403H, SOFT 403H  
**ACE:** ACE 10 Integrated Product
BSAD 403H Honors: RAIK Design Studio III
Crosslisted with: RAIK 403H, CSCE 403H, SOFT 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
Format: LEC
Prerequisite for: RAIK 404H, BSAD 404H, CSCE 404H, SOFT 404H

BSAD 404H Honors: RAIK Design Studio IV
Crosslisted with: RAIK 404H, CSCE 404H, SOFT 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
Format: LEC

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
Format: LEC
ACE: ACE 9 Global/Diversity

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

BSAD 444H Professional Enhancement IV
Prerequisites: Open only to CBA Honors Academy students in good standing or by permission. Major in College of Business Administration, 2.5 GPA; BSAD 333 or BSAD 333H.
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
Format: LEC

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 Administration (CBA) faculty adviser to determine if course work is applicable towards a specific CBA 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
Format: FLD

ECON 189H University Honors Seminar
Prerequisites: Good standing in the University Honors Program or by invitation.
Description: Topic varies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

ECON 198 Freshman Seminar
Prerequisites: Permission.
Description: Topics vary each term.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ECON 200 Economic Essentials and Issues
Prerequisites: 12 credit hours
Notes: Letter grade only. Credit towards the degree cannot be earned in both ECON 200 and ECON 211 and/or ECON 212. This course fulfills the economics requirement for the Minor in Business Administration for non-CBA 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
Format: LEC
Prerequisite for: FINA 300; MRKT 300
ACE: ACE 8 Civic/Ethics/Stewardship ACE 6 Social Science
Groups: General Economics and Theory

ECON 210 Introduction to Economics
Prerequisites: Sophomore standing and above.
Notes: Students taking ECON 210 cannot earn credit for ECON 211 and ECON 212.
Description: Principles which govern the organization and behavior of modern economic systems. Includes the nature of economics and economic systems; national income, inflation and unemployment measurement and determination; money, monetary and fiscal policy; economic growth; the allocation of economic resources; the behavior of consumers and producers in markets; the distribution of income; and the international economy.
Credit Hours: 5
Max credits per semester: 5
Max credits per degree: 5
Format: LEC
Prerequisite for: AECN 316; AECN 376; AECN 453; BLAW 372; ECON 303; ECON 311; ECON 321; ECON 322; ECON 340; ECON 371; ECON 381; ECON 388; ECON 389; ECON 457; ECON 857; HIST 857; HIST 457; FINA 307, FINA 307H
Groups: General Economics and Theory

ECON 211 Principles of Macroeconomics
Prerequisites: 12 cr hrs.
Notes: Credit toward the degree cannot be earned in both ECON 200 or ECON 210, and in ECON 211 and/or ECON 212. 
Description: Introduction to 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
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; AECN 265, NREE 265; AECN 346; AECN 367; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311; ECON 321; ECON 457, ECON 857; HIST 857; HIST 457; FINA 307H; FINA 307; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science ACE 8 Civic/Ethics/Stewardship
Groups: General Economics and Theory

ECON 211H Honors: Principles of Macroeconomics
Prerequisites: Open only to CBA Honors Academy students in good standing or by permission
Notes: Required for College of Business Administration major and for Arts and Sciences economics major. Credit towards degree cannot be earned in both ECON 210 and in ECON 211 or ECON 211H and/or ECON 212H.
Description: Introduction to the nature and methods of economics. Economic systems. Measurement and analysis of aggregate variables, such as national income, consumption, saving, investment, international payments, employment, price indices, money supply, and interest rates. Fiscal, monetary, and other policies for macroeconomic stabilization and growth are evaluated.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; AECN 265, NREE 265; AECN 346; AECN 367; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311; ECON 321; ECON 457, ECON 857; HIST 857; HIST 457; FINA 307H; FINA 307; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science ACE 8 Civic/Ethics/Stewardship
Groups: General Economics and Theory

ECON 212 Principles of Microeconomics
Prerequisites: 12 cr hrs.
Notes: Credit toward the degree cannot be earned in both ECON 200 or ECON 210, and in ECON 211 and/or ECON 212.
Description: Continuation of an introduction to economic methods. With emphasis on analysis and evaluation of markets. Includes demand, supply, elasticity, production costs, consumption utility, monopoly, competition, monopolistic competition, oligopoly, allocative and technical efficiency, and income distribution. Analysis applied to resource markets, unions, antitrust laws, agriculture, international trade, and other economic problems and policies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: ABUS 341, MRKT 341; AECN 201; AECN 235, MRKT 235; AECN 265, NREE 265; AECN 301; AECN 316; AECN 345; AECN 346; AECN 367; AECN 376; AECN 436; AECN 453; AECN 474; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 303; ECON 311; ECON 321; ECON 340; ECON 388; ECON 389; ECON 457; ECON 857; HIST 857; HIST 457; FINA 300; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475; MNGT 875; MRKT 300; MRKT 341H; RAJK 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H
ACE: ACE 6 Social Science ACE 8 Civic/Ethics/Stewardship
Groups: General Economics and Theory
### ECON 212H Honors: Principles of Microeconomics

**Prerequisites:** Open only to CBA Honors Academy students in good standing or by permission  
**Notes:** Credit toward the degree cannot be earned in both ECON 210, and in ECON 211 or ECON 211H and/or ECON 212 or ECON 212H.  
**Description:** Continuation of an introduction to economic methods. With emphasis on analysis and evaluation of markets. Includes demand, supply, elasticity, production costs, consumption utility, monopoly, competition, monopolistic competition, oligopoly, allocative and technical efficiency, and income distribution. Application 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  
**Format:** LEC  
**Prerequisite for:** ABUS 341, MRKT 341; AECN 201; AECN 265, NREE 265; AECN 301; AECN 316; AECN 346; AECN 367; AECN 376; AECN 453; AECN 474; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311; ECON 321; ECON 457; ECON 857; HIST 857; HIST 457; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475, MNGT 875; MRKT 341H, RAIA 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H  
**ACE:** ACE 3 Social Science, ACE 8 Civic/Ethics/Stewardship

### ECON 215 Statistics

**Prerequisites:** Sophomore standing; MATH 104 or equivalent or MATH 106/108H; BSAD 50; 2.5 GPA  
**Notes:** Credit toward the degree in the College of Business Administration cannot be earned in both ECON 215 and STAT 218 or EDPS 459 or CRIM 300; or in both ECON 215 and SOCI 206. Credit towards the degree in the College of Arts and Sciences cannot be earned in both ECON 215 and STAT 218, or in both EDPS 459 and STAT 218.  
**Description:** Introduction to the collection, analysis, and interpretation of statistical data used in economics and business. Probability analysis, sampling, hypothesis testings, analysis of trends and seasonality, correlation, and simple regressions.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** ABUS 341, MRKT 341; ACCT 308; ASCI 330; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475, MNGT 875; MRKT 341H, RAIA 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H  
**ACE:** ACE 3 Math/Stat/Reasoning

### ECON 218H Honors: Statistics

**Prerequisites:** Open only to CBA Honors Academy students in good standing or by permission. Sophomore standing; MATH 104 or MATH 106 or MATH 108H; BSAD 50; 2.5 GPA  
**Notes:** Credit toward the degree in the College of Business Administration cannot be earned in both ECON 215H and STAT 218 or EDPS 459 or CRIM 300; or in both ECON 215H and SOCI 206.  
**Description:** Introduction to the collection, analysis, and interpretation of statistical data used in economics and business. Probability analysis, sampling, hypothesis testings, analysis of trends and seasonality, correlation, and simple regressions.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** ABUS 341, MRKT 341; ACCT 308; ASCI 330; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475, MNGT 875; MRKT 341H; RAIA 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H  
**ACE:** ACE 3 Math/Stat/Reasoning

### ECON 215H Honors: Statistics

**Prerequisites:** Open only to CBA Honors Academy students in good standing or by permission. Sophomore standing; MATH 104 or MATH 106 or MATH 108H; BSAD 50; 2.5 GPA  
**Notes:** Credit toward the degree in the College of Business Administration cannot be earned in both ECON 215H and STAT 218 or EDPS 459 or CRIM 300; or in both ECON 215H and SOCI 206.  
**Description:** Introduction to the collection, analysis, and interpretation of statistical data used in economics and business. Probability analysis, sampling, hypothesis testings, analysis of trends and seasonality, correlation, and simple regressions.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** ABUS 341, MRKT 341; ACCT 308; ASCI 330; BLAW 371; BLAW 371H; BLAW 372; BLAW 372H; ECON 311; FINA 361; FINA 361H; MNGT 301; MNGT 301H; MNGT 475, MNGT 875; MRKT 341H; RAIA 341H; SCMA 331; SCMA 335; SCMA 350; SCMA 350H; STAT 318  
**ACE:** ACE 3 Math/Stat/Reasoning

### ECON 303 An Introduction to Money and Banking

**Prerequisites:** ECON 211 and 212 or ECON 210  
**Description:** Understanding of the nature of money, the commercial and central banking system, and the role of money and monetary policy as determinants of the aggregate levels of national spending and income, output, employment, and prices.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Groups:** Monetary Economics

### ECON 311 Intermediate Macroeconomics

**Prerequisites:** ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent  
**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  
**Format:** LEC  
**Prerequisite for:** ECON 420; ECON 445, NREE 445  
**Groups:** General Economics and Theory

### ECON 312 Intermediate Microeconomics

**Prerequisites:** ECON 211 and 212; ECON 215 or equivalent; MATH 104 or equivalent  
**Description:** Extensions 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  
**Format:** LEC  
**Prerequisite for:** ECON 340; ECON 420; ECON 445, NREE 445  
**Groups:** General Economics and Theory
ECON 321 Introduction to International Economics  
**Prerequisites:** ECON 211 and 212 or ECON 210  
**Description:** Intermediate survey of international trade and factor movements; balance of payments; commercial policy; economic integration; international monetary system and institutions; exchange rates; and open economy macroeconomics.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** International Trade & Finance  

ECON 322 Introduction to Development Economics  
**Prerequisites:** ECON 210 or 211  
**Description:** Survey of economic problems of developing countries and of appropriate policies to foster economic progress. Roles of education, research, innovation, saving, and capital formation in the growth process.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Comp Intrntnl & Reg Develpmnt  

ECON 323 The Economic Development of Latin America  
**Prerequisites:** ECON 210 or 211  
**Description:** Economies of Latin America, with emphasis on current economic problems. How past development contributed to the present economic situation. Detailed analysis of the economies and recent economic policies using standard microeconomic and macroeconomic models.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Comp Intrntnl & Reg Develpmnt  

ECON 340 Introduction to Urban-Regional Economics  
**Prerequisites:** ECON 210, or both ECON 211 and ECON 212.  
**Description:** Analysis of reasons for the existence, size, location, and evolution of cities. Analysis of the location of economic activity; differences in regional growth patterns, downtown revitalization, slums, congestion, and state economic development.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Comp Intrntnl & Reg Develpmnt  

ECON 345 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  
**Format:** LEC  
**Groups:** Monetary Economics  

ECON 351 Economic Systems and Institutions  
**Prerequisites:** ECON 210 or 211  
**Notes:** For non-majors.  
**Description:** Economic analysis of current issues in public finance including government policy regarding both expenditure programs and taxation. Federal, state, and local government issues covered, emphasizing tax policy. Stresses applications of basic economic theory which provide insight on policy issues.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Public Finance  

ECON 371 Elements of Public Finance  
**Prerequisites:** ECON 210 or 211  
**Notes:** For non-majors.  
**Description:** Economic analysis of current issues in public finance including government policy regarding both expenditure programs and taxation. Federal, state, and local government issues covered, emphasizing tax policy. Stresses applications of basic economic theory which provide insight on policy issues.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Public Finance  

ECON 375 Women and Work in USA History  
**Crosslisted with:** HIST 375, WMNS 375  
**Description:** Transformation of women's role in the USA economy from colonial times to the present and the effects of class, race, and changing perceptions of women's role in society. Role of women in household manufacture, the early factory system, the trade union movement, the Great Depression, the home front of WWII, and the economic emergence of women in the postwar economy.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** United States or Canadian Hist  

ECON 381 Introduction to Labor Economics  
**Prerequisites:** ECON 210 or 211  
**Description:** History and development of the American labor movement; trends and issues in collective bargaining; economic implications of labor unions.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Labor Economics  

ECON 388 Comparative Economic Systems  
**Prerequisites:** ECON 210, or both ECON 211 and ECON 212.  
**Description:** Intermediate survey of modern economic systems. Analysis of differences in underlying ideologies, institutions, policies, and performance among the US, Soviet Union, Western and Eastern Europe, Japan and China.  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** Labor Economics  

ECON 389 Current Economic Issues  
**Prerequisites:** ECON 210, or both ECON 211 and ECON 212; for juniors only.  
**Description:** Critical analysis of economic issues based upon readings of current and historical importance. (Possible topics: pollution, discrimination, poverty, energy, agribusiness, health, demographics, ideology, and crime.)  
**Credit Hours:** 3  
Max credits per semester: 3  
Max credits per degree: 3  
**Format:** LEC  
**Groups:** General Economics and Theory
ECON 399 Independent Study  
**Prerequisites:** Prior arrangement with and permission of individual faculty member and completion of proposed plan to departmental office  
**Description:** Special research project or reading program under the direction of a staff member in the department.  
**Credit Hours:** 1-3  
**Min credits per semester:** 1  
**Max credits per semester:** 3  
**Max credits per degree:** 24  
**Format:** IND  

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

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

ECON 404 Current Issues in Monetary Economics  
**Crosslisted with:** ECON 804  
**Prerequisites:** ECON 210, or both ECON 211 and ECON 212.  
**Description:** Money as developed by classical and modern economists. Emphasis on origins of money, interest rates, inflation, unemployment, business cycles, rational expectations, fiscal policy, international aspects of monetary policy, and other related topics in monetary economics.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Groups:** Monetary Economics  

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

ECON 413 Social Insurance  
**Crosslisted with:** ECON 813, FINA 413, FINA 813  
**Description:** Nature and causes of economic insecurity. Analysis of public programs such as Social Security, unemployment insurance, workers’ compensation, and public assistance.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Groups:** General Economics and Theory  

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  
**Format:** LEC  
**Groups:** Quantitative Economics  

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

ECON 419 Topics in Applied Research  
**Crosslisted with:** ECON 819  
**Prerequisites:** ECON 311 and ECON 417  
**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  
**Format:** LEC  
**Groups:** Quantitative Economics  

ECON 421 International Trade  
**Crosslisted with:** ECON 821  
**Prerequisites:** ECON 210, or both ECON 211 and ECON 212; ECON 312.  
**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  
**Format:** LEC  
**Prerequisite for:** AECN 901D  
**Groups:** International Trade & Finance
ECON 422 International Finance
Crosslisted with: ECON 822
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Determinants of exchange rates, international payments, inflation, unemployment, national income, and interest rates in an open economy. International monetary system and capital and financial markets, and of the mechanisms by which a national economy and the rest of the world adjust to external disturbances.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: International Trade & Finance

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

ECON 426 Government Intervention in Markets
Crosslisted with: ECON 826
Prerequisites: ECON 212
Description: Traces the economic and legal incentives for government involvement in the marketplace. Examines why various forms of intervention make sense in certain situations. Defining the limits of allowable competition, and to replacing free market forces with regulation. Includes analysis of utilities and their evolving regulation.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: Industrial Organization&Reg

ECON 433 History of Economic Thought
Crosslisted with: ECON 833
Description: Development and evolution of economic ideas, including diverse mainstream and dissenting schools of thought from ancient Greece to contemporary texts. Consideration of selected influential economists’ writings, relation between economic conditions and ideas and the antecedents of current economic controversies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: General Economics and Theory

ECON 435 Market Competition
Crosslisted with: ECON 835
Prerequisites: ECON 212
Description: Examination of differing schools of thought about how well a market economy performs. Includes economic analysis and extensive reviews of rivalry among corporations in various sectors of the US economy.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: Industrial Organization&Reg

ECON 440 Regional Development
Crosslisted with: ECON 840
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
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
Format: LEC
Prerequisite for: ECON 442, ECON 842
Groups: Comp Intrntnl & Reg Develpmnt

ECON 442 Regional Analysis
Crosslisted with: ECON 842
Prerequisites: ECON 440/840.
Description: Advanced study of techniques for regional analysis. Includes indexes of spatial dispersion and concentration, shift-share analysis, export base, and input-output analysis. Special emphasis on input-output analysis. Objective is to equip students with the basic analytical tools of regional economic analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: Comp Intrntnl & Reg Develpmnt

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

ECON 451 Economics Issues for Teachers
Crosslisted with: ECON 851
Description: Application of economic principles to current problems. Includes evaluation of economic education materials, scope and sequence for development of economic concepts in the primary and secondary school.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Format: LEC
Groups: Economic Education

ECON 457 19th Century United States Economic History
Crosslisted with: ECON 857, HIST 857, HIST 457
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Transformation of the United States economy from an agrarian to an industrial society and the impact of that transformation on people's livelihoods. The economic of slavery, the impact of the railroads, immigration, and the collective response of business and labor to industrialization.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: United States or Canadian Hist

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

ECON 466 Pro-seminar in International Relations I
Crosslisted with: POLS 466, POLS 866, AECN 467, ANTH 479, ANTH 879, ECON 866, GEOG 448, GEOG 848, HIST 479, HIST 879, SOCI 466, SOCI 866
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
Format: LEC
Groups: International Relations&Compar Integrative Courses, Research Variable group based on topic Comp Intrntnl & Reg Develpmnt Human-Economic Geography

ECON 467 Pro-seminar in International Relations II
Crosslisted with: ECON 867, POLS 467, POLS 867
Prerequisites: Senior standing and permission
Notes: Open to students with an interest in international relations. Topics vary.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: International Relations&Compar

ECON 471 Public Finance
Crosslisted with: ECON 871
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
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
Format: LEC
Prerequisite for: ECON 971
Groups: Public Finance

ECON 472 Efficiency in Government
Crosslisted with: ECON 872
Prerequisites: ECON 210, or both ECON 211 and ECON 212.
Description: Prepares students to conduct social and economic planning, program evaluation, and budgeting. Analysis of the delivery of government goods and services consistent with values and societal goals. Includes: philosophy of government, budget theory, social indicators, social fabric matrix, cost effective analysis, technology assessment, evaluation of the natural environment, and time analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Groups: Public Finance
ECON 475 Theory and Analysis of Institutional Economics  
**Crosslisted with:** ECON 875  
**Description:** Survey of the basic ideas of Veblen, Polanyi, Commons, Ayres, Galbraith, and Myrdal. Applications of institutional analysis to major economic problems and policies. Examination of the economic system as part of the holistic human culture, a complex of many evolving institutions.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Groups:** Institutional Economics  

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  
**Format:** LEC  

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  
**Format:** LEC  

ECON 485 The Regulatory Environment for Employment and Labor  
**Crosslisted with:** MNGT 466, MNGT 866, ECON 885  
**Prerequisites:** Junior Standing; MNGT 360 and 361 (departmental permission is required if MNGT 360 and/or MNGT 361 have not been completed).  
**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  
**Format:** LEC  
**Groups:** Labor Economics  

ECON 487 Economies in Transition  
**Crosslisted with:** ECON 887  
**Prerequisites:** ECON 210, or both ECON 211 and ECON 212.  
**Description:** Evolution of formally centrally planned economies (Soviet Union, central and eastern Europe, China) toward more market-oriented and decentralized economies. Includes comparisons of the speed and pattern of institutional changes, performance outcomes and implications for economic development strategies.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

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  
**Format:** IND  

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

ENTR 275 Agribusiness Entrepreneurial Finance  
**Crosslisted with:** AECN 275, EAEP 275, HORT 275, AGRO 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  
**Format:** LEC  

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

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

ENTR 388 Business Systems in Entrepreneurship
Crosslisted with: HORT 388, AGRO 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
Format: LEC
Offered: FALL/SPR
Prerequisite for: HORT 301

ENTR 421 Identifying and Exploring Entrepreneurial Opportunities
Crosslisted with: MNGT 421
Prerequisites: Junior Standing, ENTR/MNGT 321
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
Format: LEC
Prerequisite for: ENTR 424

ENTR 422 Managing Rapid Growth and Change in Organizations
Crosslisted with: MNGT 422
Prerequisites: Junior standing, ENTR/MNGT 321
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
Format: LEC
Prerequisite for: ENTR 424

ENTR 422A Small Business Owner
Crosslisted with: MNGT 422A
Prerequisites: Junior standing
Description: The obligations and operating practices required by ownership of one's own business, whether new or acquired. Interactions with owners of small businesses (e.g., on-site visits and discussions). Cases and projects relevant to small businesses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

ENTR 423 Business Plan Development and Decision Making
Crosslisted with: MNGT 423
Prerequisites: Junior standing, ENTR/MNGT 421
Notes: Cannot be taken Pass/No Pass.
Description: Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own business plan writing. Through in-depth cases studies, by engaging in role plays and by interacting with business executives. Business plans are a critical part of any organization, thus, preparing students to develop business plans for a variety of new concepts and ideas, whether inside an established firm or as part of the start-up new venture. Students will be asked to enter their business plans into the business planning competitions in which the university participates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

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
Format: LEC
ENTR 488 Entrepreneurship and Enterprise Development
Crosslisted with: HORT 488, HORT 888, EAEP 488, AGRO 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
Format: LEC
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
Format: LEC
ACE: ACE 6 Social Science

FINA 300 Financial Decision Making
Prerequisites: For non-CBA students only; 2.5 cum GPA; ACCT 200 (or ACCT 201 and ACCT 202) and ECON 200 (or ECON 211 and ECON 212).
Notes: Credit toward the degree cannot be earned in both FINA 300 and FINA 361.
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
Format: LEC
Prerequisite for: FINA 382

FINA 307 Principles of Individual Risk Management and Insurance
Crosslisted with: FINA 307H
Prerequisites: ECON 210 or 211
Description: Fundamentals of risk management and insurance. The nature and treatment of pure loss exposures, legal principles, property and liability insurance, life and health insurance, social insurance, and the functional and financial operation of insurance companies. Personal risk management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: AECN 416; ECON 365, FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450; MNGT 475, MNGT 875

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

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
Format: LEC

FINA 361 Finance
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both FINA 300 and FINA 361/FINA 361H.
Description: Scope and content of the finance specialization; survey of the major theoretical issues; the financial instruments; analysis of the capital management problems; and development of criteria for financial decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: AECN 416; ECON 365, FINA 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450; MNGT 475, MNGT 875
### FINA 361H Honors: Finance
**Prerequisites:** CBA Hon; Soph standing; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
**Notes:** Credit towards the degree cannot be earned in both FINA 300 and FINA 361/FINA 361H.
**Description:** Scope and content of the finance specialization; survey of the major theoretical issues; the financial instruments; analysis of the capital management problems; and development of criteria for financial decision making.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Format:** LEC
**Prerequisite for:** AECN 416; ECON 365; FINA 338; FINA 363; FINA 367; FINA 375; FINA 382; FINA 401; FINA 450; MNGT 475, MNGT 875

### FINA 363 Investment Principles
**Prerequisites:** 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/480
**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
**Format:** LEC
**Prerequisite for:** FINA 463; FINA 468; FINA 475

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

### 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
**Format:** LEC

### FINA 375 Financial Statement Analysis
**Prerequisites:** 2.5 cum GPA; FINA 361/361H with a grade of C or above; or ACTS 440/480
**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
**Format:** LEC

### 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
**Format:** LEC

### FINA 398 Special Topics
**Prerequisites:** Permission of Department Chair.
**Credit Hours:** 1-6
**Min credits per semester:** 1
**Max credits per semester:** 6
**Max credits per degree:** 6
**Format:** LEC

### FINA 399 Independent Study
**Prerequisites:** Permission.
**Description:** Special research project or reading program.
**Credit Hours:** 1-6
**Min credits per semester:** 1
**Max credits per semester:** 6
**Max credits per degree:** 6
**Format:** IND

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

### FINA 401 Quantitative Financial Analysis
**Prerequisites:** FINA 361
**Description:** Applications of quantitative analysis in financial economics. Rigorous development of time value of money principles, asset pricing models and valuation methods in Finance. Emphasis on the derivation of the basic concepts in financial analysis.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Format:** LEC
FINA 412 Life and Health Insurance  
Crosslisted with: FINA 812  
Prerequisites: 2.5 cum GPA; FINA 338  
Description: The economic functions of life insurance. The human-life value concept and the basic forms of life insurance and annuities used in insuring lives 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  
Format: LEC

FINA 413 Social Insurance  
Crosslisted with: ECON 813, ECON 413, FINA 813  
Description: Nature and causes of economic insecurity. Analysis of public programs such as Social Security, unemployment insurance, workers’ compensation, and public assistance.  
Credit Hours: 3  
Max credits per semester: 3  
Max credits per degree: 3  
Format: LEC  
Groups: General Economics and Theory

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

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  
Format: LEC

FINA 438 Enterprise Risk Management  
Crosslisted with: FINA 838  
Prerequisites: FINA 338  
Description: Major and minor pure loss exposures facing business firms, the alternative risk management techniques for dealing with these exposure, the most appropriate technique(s) for controlling each exposure, and the financial results so the risk management program remains effective. Actual risk management audits of business firms and case studies are used to integrate the concepts, techniques, and tools.  
Credit Hours: 3  
Max credits per semester: 3  
Max credits per degree: 3  
Format: LEC

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  
Format: LEC

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

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
Format: LEC
Prerequisite for: ACTS 405

FINA 467A Options, Futures and Derivative Securities for Actuarial Science
Crosslisted with: FINA 867A
Prerequisites: ACTS 441 and STAT 380
Description: Introduction to financial mathematics related to pricing of derivative securities, including standard options, exotic options and interest rate and bond derivatives. Covers required material for the Society of Actuaries Models for Financial Economics (MFE) exam.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

FINA 468 Portfolio Practicum I
Prerequisites: FINA 363 and admission to the Finance Department's CFA - Investment Option.
Notes: The first course of a two-semester sequence that includes FINA 469/869. Letter grade only.
Description: Practical experience in financial asset management. Economic and industry information, money and capital market forecasts, to determine how to select individual securities and how to develop a portfolio strategy.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
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
Format: LEC

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
Format: LEC

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
Format: LEC

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
Format: IND

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

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
Format: LEC

MNGT 198 Special Topics in Management
Description: Variety of topics on the undergraduate level.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
MNGT 300 Management Essentials For Contemporary Organizations
Prerequisites: For non-CBA students only; 2.5 GPA; Sophomore Standing
Notes: Credit towards the degree cannot be earned in both MNGT 300 and MNGT 320.
Description: This course is designed to introduce students from non-business fields to the role of managers in various organizational structures and types. Students will explore how the practice of management is relevant to their chosen field of study or academic discipline. This course will provide an analysis of organizations and the management processes of planning, organizing, directing and controlling. Individual, group, intergroup and organizational responses to various environments and technologies are studied as well as pertinent techniques of human capital management.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

MNGT 301 Introduction to Management
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MNGT300 and MNGT301H.
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
Format: LEC
Prerequisite for: MNGT 475, MNGT 875

MNGT 301H Honors Introduction to Management
Prerequisites: CoB Hon Acad students; Soph; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201&202; ECON211&212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MNGT300 and MNGT301H.
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
Format: LEC
Prerequisite for: MNGT 475, MNGT 875

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
Format: LEC

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

MNGT 321B Entrepreneurship and Innovation in Organizations
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
Format: LEC
Offered: FALL/SPR
MNGT 322 Family Business
Crosslisted with: ENTR 322
Description: The opportunities and challenges that are distinctive to businesses owned and operated by members of a family. Shared governance, leadership development, succession, and family-business tensions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

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
Format: LEC
Offered: FALL

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
Format: LEC
Prerequisite for: AECN 416; MNGT 461; MNGT 463; MNGT 464

MNGT 360H Honors: Managing Behavior in Organizations
Prerequisites: Open only to CoB Honors Academy students in good standing or by permission. Sophomore standing.
Notes: Cannot be taken Pass/No Pass.
Description: The foundation and application of organizational behavior. Perspective, historical background, methodology, and theoretical framework for human behavior in organizations. Micro- (perception, personality and attitudes, motivation, and learning) interactive (group dynamics, conflict, stress, power and politics, and leadership), and macro- (communication, decision making, organization theory and design, and organizational culture) levels of analysis. Applications for performance improvement and organizational change and development.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: AECN 416; MNGT 461; MNGT 463; MNGT 464

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
Format: LEC
Prerequisite for: MNGT 461; MNGT 463; MNGT 464

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

MNGT 398 Special Topics
Prerequisites: Permission of department chair.
Notes: 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
Format: LEC
MNGT 399 Independent Study  
**Prerequisites:** Junior standing; permission of supervising instructor and department chair.  
**Description:** Special research project or reading program.  
**Credit Hours:** 1-6  
**Min credits per semester:** 1  
**Max credits per semester:** 6  
**Max credits per degree:** 12  
**Format:** IND  

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

MNGT 411 Leading People and Projects  
**Crosslisted with:** MNGT 811  
**Prerequisites:** Junior standing  
**Notes:** Credit toward the degree cannot be earned in both MNGT411 and MNGT465/865  
**Description:** Organizations are complex systems calling for a leadership processes including the leader, the follower and the context to effect change. Students should emerge with an understanding of many of the basic concepts and generalizations about leadership, which relate to human behavior and interactions in organizations. Objectives and class activities focus on understanding how leaders function in organizations and on one's leadership operations in the organizational setting. Participants will utilize concepts, generalizations, theories and frames of reference to analyze organizations and leadership to understand and improve their functions. Topics covered include: Systems Theory and Organizational theory, the change process and the leadership process, roles in changing organizations, power and politics in organizations, congruence of individual and organizational ethics, and the behavioral concerns in project management.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

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  
**Format:** LEC  

MNGT 413 Building Ethical and Socially Sustainable Organizations  
**Prerequisites:** Junior standing.  
**Notes:** Credit toward the degree cannot be earned in both MNGT413 and UHON395H.  
**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  
**Format:** IND  

MNGT 414 Leadership in a Global Context  
**Prerequisites:** Junior standing.  
**Notes:** Credit toward the degree cannot be earned in both MNGT428/828 and MNGT414.  
**Description:** Taught from the perspective of US enterprises operating in the global economy. The manner in which cultural, economic, political, and social differences affect the management of business, governmental, military, and other enterprises is considered. Emphasis on problems of managing in Latin America, Europe, and Asia.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

ACE: ACE 9 Global/Diversity  

MNGT 421 Identifying and Exploring Entrepreneurial Opportunities  
**Crosslisted with:** ENTR 421  
**Prerequisites:** Junior Standing; ENTR/MNGT 321  
**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  
**Format:** LEC  

MNGT 422 Managing Rapid Growth and Change in Organizations  
**Crosslisted with:** ENTR 422  
**Prerequisites:** Junior Standing; ENTR/MNGT 321  
**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  
**Format:** LEC  

**Prerequisite for:** ENTR 424
MNGT 422A Small Business Owner
Crosslisted with: ENTR 422A
Prerequisites: Junior standing
Description: The obligations and operating practices required by ownership of one's own business, whether new or acquired. Interactions with owners of small businesses (e.g., on-site visits and discussions). Cases and projects relevant to small businesses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

MNGT 423 Business Plan Development and Decision Making
Crosslisted with: ENTR 423
Prerequisites: Junior standing; ENTR/MNGT 421
Notes: Cannot be taken Pass/No Pass.
Description: Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own business plan writing, through in-depth cases studies, by engaging in role plays and by interacting with business executives. Business plans are a critical part of any organization, thus, preparing students to develop business plans for a variety of new concepts and ideas, whether inside an established firm or as part of the start-up new venture. Students will be asked to enter their business plans into the business planning competitions in which the university participates.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

MNGT 451 Strengths Coaching, Theory and Practice
Crosslisted with: MNGT 851
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
Format: LEC
Offered: SPRING

MNGT 461 Strategic Human Resource Management
Prerequisites: Junior Standing; MNGT 360 and 361 (departmental permission is required if MNGT 360 and/or MNGT 361 have not been completed)
Description: The purpose of this course is to engage students with the theory and practice of strategic human resource management in contemporary organizational settings. Students will examine in detail the fundamentals of HRM strategic planning and scenario models. Students will learn the importance of evidenced based decision making, and using HRM analytics such as return on investment. The primary focus is 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
Format: LEC

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
Format: LEC

MNGT 463 Compensation Administration
Prerequisites: Junior Standing; MNGT 360 and 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
Format: LEC

MNGT 464 Talent Acquisition and Staffing
Prerequisites: Junior Standing; MNGT 360 and 361
Description: This course will 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. Students will be provided with examples of tools used by HR professionals in the staffing process. Students will also be expected to 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
Format: LEC
MNGT 466 The Regulatory Environment for Employment and Labor
Crosslisted with: ECON 485, MNGT 866, ECON 885
Prerequisites: Junior Standing; MNGT 360 and 361 (departmental permission is required if MNGT 360 and/or MNGT 361 have not been completed).
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
Format: LEC
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
Format: LEC
Offered: FALL/SPR

MNGT 475 Business Policies and Strategies
Crosslisted with: MNGT 875
Prerequisites: Open only to students in the College of Business Administration. SR; 2.5 GPA; major in the College of Business Administration; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; FINA 361; SCMA350 and SCMA331; MNGT301; SCMA 331; MRKT 341; or equivalent.
Notes: Seniors graduating at the end of the current term will have first priority. Non-priority students may be dropped. Cannot be taken Pass/No Pass.
Description: Formulation and application of business policies and strategies; analysis of cases using knowledge acquired in basic courses in accounting, economics, finance, human resources, information systems, marketing, and operations. The "C" complexity of business problems and the interrelationship of business functions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACE: ACE 10 Integrated Product

MNGT 475H Honors: Business Policies and Strategies
Crosslisted with: RAIK 476H
Prerequisites: Open CoB Hon, Raikes and Hon students in good & SR standing. 2.5 GPA; major in Col of Bus; BSAD220; ACCT201&202; ECON211&212; FINA361; SCMA350&331; MNGT301; MRKT341; or equiv. Prereqs differ for RAIKES, ACTS, & ABUS majors - see bulletin for exceptions
Notes: Cannot be taken Pass/No Pass.
Description: Formulation and application of business policies and strategies; analysis of cases using knowledge acquired in basic courses in accounting, economics, finance, human resources, information systems, marketing, and operations. The "C" complexity of business problems and the interrelationship of business functions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACE: ACE 10 Integrated Product

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
Format: LAB

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
Format: IND

MRKT 225 Agribusiness Entrepreneurship in Food Products Marketing
Crosslisted with: AECN 225, EAEP 225
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
Format: LEC
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
Format: LEC
Offered: SPRING
Prerequisite for: AECN 325, MRKT 325; AECN 336

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

MRKT 300 Contemporary Marketing
Prerequisites: For non-CBA students only; 2.5 cum GPA; Sophomore standing, ECON 200 (or ECON 211 and 212)
Notes: Credit towards the degree cannot be earned in both MRKT 300 and MRKT 341.
Description: Survey of marketing principles for non-business students. Overview of the fundamental terms and concepts in contemporary marketing, introduction to real world marketing strategies and focuses on marketing's role in organizations and businesses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

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
Format: LEC
Prerequisite for: AECN 316

MRKT 341 Marketing
Crosslisted with: ABUS 341
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAiKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MRKT 300 and MRKT 341/MRKT 341H.
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
Format: LEC
Prerequisite for: MRKT 345; MRKT 346; SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 399; MRKT 425; MRKT 428; MRKT 442; MRKT 443; MRKT 444, SCMA 444; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; SCMA 342; SCMA 447

MRKT 341H Honors: Marketing
Crosslisted with: RAiK 341H
Prerequisites: CBA Hon or Raikes in good standing or permission. SO; 2.5 GPA; Bus Qual (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201 and 202; ECON211 and 212; ECON215 or equivalent.) Prereqs differ for RAiKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MRKT300 and MRKT341/MRKT341H.
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
Format: LEC
Prerequisite for: MNGT 475, MNGT 875; MNGT 475H, RAiK 476H, MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 399; MRKT 425; MRKT 428; MRKT 442; MRKT 443; MRKT 444, SCMA 444; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; SCMA 432

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
Format: LEC
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
Format: LEC
Prerequisite for: SCMA 439; SCMA 474

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

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

MRKT 399 Special Project
Prerequisites: MRKT 341 and approval of study plan by faculty member
Description: For advanced undergraduates with demonstrated ability and special interests in marketing who wish to undertake an individual project under the direction of a faculty member.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Format: IND

MRKT 399H Honors: Independent Study
Prerequisites: Good standing in the University Honors Program or by invitation, permission of instructor and departmental chair.
Description: Research project or reading program.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Format: IND
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
Format: LEC

MRKT 426 Services Marketing
Crosslisted with: MRKT 826
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
Format: LEC

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
Format: LEC
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
Format: LEC

MRKT 441 Digital Marketing and Electronic Commerce
Crosslisted with: MRKT 841
Prerequisites: MRKT 341; MRKT 350 or SCMA 350.
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
Format: LEC

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

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
Format: LEC

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

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
Format: LEC
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
Format: LEC

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
Format: LEC

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
Format: LEC
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
Format: LEC

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
Format: LEC

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
Format: LEC

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
Format: IND

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

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

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

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

Internships
• Technician, Apple - San Francisco CA
• Sales Intern, Assurity Life Insurance Corporation - 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 ZZ
• Sales Intern, Sandhills Publishing - Lincoln NE
• IT Support Intern, Spreetail - Lincoln NE

Graduate & Professional Schools
• Master of Business Administration (MBA), Emory University - Atlanta GA
• Master of Science in Sports Management, Liberty University - Lynchburg VA
• Master 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 (UNMC) - Omaha NE
• Doctor of Dental Surgery (DDS), University of Nebraska Medical Center - Lincoln NE
• Master of Business Administration (MBA), University of Nebraska-Lincoln - Lincoln NE
• Master of Professional Accountancy (MPA), University of Nebraska-Lincoln - Lincoln NE
• Juris Doctor (JD), University of Nebraska-Lincoln - Lincoln NE
• Juris Doctor (JD), University of Wisconsin-Madison - Madison WI