College of Business

Admission

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.

Advising

Academic Advising
Business Advising and Student Engagement (BASE)
Students are encouraged to obtain information and advice through the advising office (BASE) located in Room 125 of Hawks Hall.

The advisors are easily accessible and can provide academic counseling and answer questions on specific degree requirements, transfer credits, prerequisites, changes in major or college, waivers, procedures or policies, and other available campus services. Nebraska Business Honors Academy students should contact the Academy advisors located adjacent to the BASE office.

Professional Advising Staff: Jeff Burdic, D'vee Buss, Natasha Crawford, Mark Davis, Megan Friesen, Jennifer Mostek, Marissa Starman, Beth Strogoff, Ashley Wegener, Rachel Wesley

Business Career Center (BCC): While staff and faculty advisors may assist in career advising, the College works closely with the University’s Career Services to provide assistance to business students. The CoB is pleased to have an office for students in our building located in Room 141, Hawks Hall. Students should schedule time each semester to visit with the career coaches.

Student Responsibility

The University of Nebraska–Lincoln and the College of Business are committed to providing effective academic advising to students.

Academic advisors are available to assist students in assessing educational goals, planning programs of study, understanding program requirements, and following policies and procedures.

Students are ultimately responsible for fulfilling all the requirements of the curriculum in which they are enrolled.

Students are responsible for initiating advising contacts and preparing for advising sessions.

The mentoring relationship between academic advisors and students is strengthened by advisors who listen with understanding to student concerns.

Students are expected to take responsibility for a successful university experience and effective advising sessions. For this to occur the students must:

• Participate in New Student Enrollment, priority registration initiatives, and any other University/College programs designed to enhance the student-life experience.
• Review their Degree Audits each semester and each time they make a schedule change.
• Schedule appointments with advisors well in advance of Priority Registration and at other times as needed. Keep appointments and be punctual, or reschedule if necessary.
• Read the appropriate sections of the Undergraduate Catalog.
• Identify specific questions to address prior to meeting with an advisor and be prepared to do long-term planning.
• Provide honest and accurate information to the advisor regarding any concerns, questions, special needs, deficiencies or barriers that might affect academic success.
• Follow academic policies and procedures and meet academic calendar deadlines (e.g. registration, fee payment, degree audit, graduation application, etc.).
• Know and complete program requirements.
• Seek assistance from the various student support services provided by the University and College.
• Immediately notify the University of any change in postal address, email address, and/or phone number.

Academic Programs & Policies

Academic Load

• A maximum of 19 credit hours may be taken each semester without special permission from Business Advising and Student Engagement (BASE). The summer sessions have a maximum load of 16 hours. The three-week session limit is 4 hours and each five-week session has a 7-hour limit.
• A minimum of 12 credit hours must be taken each fall and spring to remain a full-time student. Students must take at least 9 hours to be considered full time in the summer.

To complete the requirements for a degree in eight semesters, a student must earn an average of 15 credit hours each semester. Most students need a minimum of two hours of preparation for every hour in class. A schedule of 15 credit hours is actually equivalent to a 45 hour a week job (15 classroom + 30 preparation).

The student who must work or one who may need additional study time, should plan to take a lighter load and consider taking some summer sessions or an extra semester or two to complete the work required for a degree. In the event that a student’s cumulative grade point average falls below 2.5, a lighter academic load may be suggested or required.

Course Exclusions and Restrictions

No credit for graduation is allowed for non-college-level courses or for courses that deal primarily with the development of skills, including the following:

• MATH 100A Intermediate Algebra or any math credit lower than 100A
• Driver training education
• Industrial arts (including courses concerned primarily with manual skills, tools, machines, or industrial processes and design)
• Vocational and adult education classes
Any introductory computer course training in word processing, spreadsheets, data base management, or other business software packages

Certificate program credit (such as the Nebraska Bankers Association, CEP credit, etc.)

Courses required for the business minor (for non-business students) cannot be used towards the BSBA degree. This would include:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</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 Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MRKT 300</td>
<td>Contemporary Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Other Course Restrictions/Exclusions

Any restrictions noted specifically by departments. Credit towards the degree may be earned in only one course, including honors section from each group of courses listed below:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ACCT 200 or ACCT 201 and/or ACCT 202</td>
<td></td>
</tr>
<tr>
<td>BIOS 313 or BIOS 314</td>
<td></td>
</tr>
<tr>
<td>BLAW 300 or BLAW 371 and/or BLAW 372</td>
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</tbody>
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Transfers Credit Restrictions

The College limits the transfer of credit into the BSBA degree to 60 semester hours of credit from two-year schools and international institutions. Students who have transferred 60 hours of credit from these institutions may not go back and enroll in additional transfer hours after they begin their studies in the College of Business.

- 14 hours of military credit.
- A maximum of 15 hours of required business coursework, with additional restrictions listed below, may transfer towards the Business Core and Business Electives from another institution. Actuarial science students may additionally transfer STAT 462, Introduction to Mathematical Statistics I: Distribution Theory and STAT 463, Introduction to Mathematical Statistics II: Statistical Inference. (See an advisor in BASE if you need assistance with this rule.)
  - A maximum of 3 hours of business coursework may transfer towards the Business Core Intermediate (BCI) level.
  - A maximum of 3 hours of business coursework may transfer towards the Business Core Advanced (BCA) level.
  - Only 100- and 200-level business courses may be transferred from two-year institutions and international institutions.

Any variation to the above rules may only occur through an appeal made through an advisor at BASE.

Pass/No Pass Hour Restriction

6 hours Pass/No Pass (allowable only as general electives)

Minimum degree hour requirements:

- 120 hours of applicable degree credit for the degree
- 60 hours of business coursework
- 45 hours of business core coursework must be completed at UNL (with further BCI and BCA restrictions)

Credit Rules

Credit by Examination

Credit by examination is generally not available for courses offered by the College of Business, with the exceptions noted.

- Students who feel substantial work experience should satisfy course requirements may approach the appropriate school or department for possible credit by exam options. Credit, however, is not simply given for work experience.
The College Level Examination Program (CLEP) is available for students wishing to test out of Macro- and Microeconomics, Principles of Marketing and several non-business courses. Additional information may be found at the CLEP Evaluation Table (https://creditevaluation.unl.edu/clep-subject-examinations).

Dual Degrees
Students may obtain a dual degree by simultaneously enrolling in and completing requirements in the College of Business and another University of Nebraska–Lincoln college. Students will need to consult with both colleges to ensure all requirements are satisfied. Business students enrolled in a dual degree program will need to complete a minimum of 150 hours to obtain both degrees. Students are referred to as dual matriculants.

Honors Program
The College of Business participates in the Nebraska Honors Program both in and out of the classroom. University Honors Program courses are accepted to fulfill degree requirements and the College works with departments and individual students to design upper-level coursework of specific interest to honors students. For additional information concerning the program, see “Nebraska Honors.”

In addition to the university-wide Nebraska Honors Program, the College of Business also offers the Nebraska Business Honors Academy and the Jeffrey Raikes School of Computer Science and Management, two cohort-based honors programs. Students accepted into these cohort-based programs are also automatically accepted into the Nebraska 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. Academy students will complete MNGT 475H Honors: Business Policies and Strategies in place of the thesis requirement for the UNL Honors Program.

Students interested in learning more about the Nebraska Business Honors Academy should call 402-472-2310, or visit the Academy website at http://business.unl.edu/academic-programs/honors-academy/. 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.

The program is designed to not only improve students’ ability to create information technology applications and solutions, but also the capacity to understand the implications of information technology for business and society. The program will produce graduates with high technical proficiency as well as a strong sense of the business problems and organizational needs that information systems are intended to serve.

Students interested in learning more about the Jeffrey S. Raikes School of Computer Science and Management program are encouraged to call 402-472-6000 or visit the program website at raikes.unl.edu (https://raikes.unl.edu).

Jeffrey S. Raikes School of Computer Science and Management requirements differ from those listed in the catalog. Students work closely with the program's advisors on appropriate sequencing and enrollment in Raikes specific requirements. A portion of the specific requirements are listed below.

- Raikes students are required to take MATH 106 or a higher level calculus course.
- Raikes students will take the following RAIK courses in lieu of required business classes:
  - RAIK 288H replaces BSAD 220
  - RAIK 188Hand RAIK 383H replaces COMM 286or MRKT 257
  - RAIK 182H replaces ECON 211 and ECON 212
  - RAIK 181H replaces ACCT 201 and ACCT 202
  - RAIK 270H replaces ECON 215
  - RAIK 341H replaces MRKT 341
  - RAIK 371H replaces SCMA 350
  - RAIK 185H and RAIK 186H replaces MNGT 301
  - RAIK 403H completes the knowledge requirement of MNGT 301
  - RAIK 381H replaces FINA 361
  - RAIK 372H replaces BLAW 372
  - RAIK 476H replaces MNGT 475
- Raikes students will not be required to take BSAD 111, BSAD 222, BSAD 333, BSAD 444, or BSAD 50. SCMA 331 course material is covered in various required Raikes courses.
- Raikes students will be required to take these additional courses:
  - Design Studio courses: RAIK 401H, RAIK 402H, RAIK 403H, and RAIK 404H
  - Computer Science elective: RAIK 370H is required (which may be taken Pass/No Pass)

Student Recognition
Dean's List
The College of Business recognizes students for academic achievement during the fall and spring semesters by placement on the College Dean’s List. To qualify for the dean's list, students must complete 12 or more credit hours for a grade (excluding hours with P, NP, NR and I marks) during the semester and attain a grade point average of 3.6 or higher. Students who have instructed the University to restrict their personal information will not appear on the published list but will be notified that they have received this honor.

Degrees with Distinction
In recognition of outstanding academic excellence, the College recommends the bachelors degree With Distinction, With High Distinction, and With Highest Distinction. Students are recommended for this honor by the Scholarship, Honors, and Awards Committee of the College.
To be eligible for consideration students must:

- complete 45 credit hours for a letter grade (excluding Pass/No Pass marks) at the University of Nebraska–Lincoln prior to the semester in which they graduate, and
- must have completed 60 such credit hours at the University of Nebraska–Lincoln at the time they graduate.

To determine the level of distinction, the Committee uses the cumulative grade point average based on all credit hours taken at Nebraska prior to the beginning of the term in which the student receives his or her degree. No specific cumulative grade point average is required but the honor is limited to approximately ten percent of the graduating class. This equates to a 3.8 (or higher) GPA. Students will be notified of a distinction designation approximately one month before graduation.

Global Immersion/International Study/Education Abroad

Global Immersion

The College of Business has several outstanding global immersion programs where students may enroll and complete coursework for their degree requirements at a foreign institution or an international site. Students should identify their intentions early in their program to ensure the appropriate sequencing and transfer of credit. Below are a few of the many global immersion opportunities. Visit the website for a full listing of the programs at: http://business.unl.edu/global and http://educationabroad.unl.edu.

The Nebraska at Oxford program allows undergraduate students to study British political and economic policy at Oxford University during a four-week summer program. Business students earn credit for ECON 466 Pro-seminar in International Relations I (3 hrs) and ECON 467 Pro-seminar in International Relations II (3 hrs); non-business students may also participate and earn credit for ECON 466 (3 hrs) and ENGL 386/THES 386 Shakespeare's Dramatic Arts (3 hrs). Business students must complete ECON 211 Principles of Macroeconomics and ECON 212 Principles of Microeconomics prior to program participation.

Senshu University in Japan gives students an opportunity to study and earn 17 hours in business and Japanese language in Tokyo, Japan. IBUS majors or BSAD majors with global leadership minors may earn up to 6 hours of BSAD 491 International Studies in Business and Economics credit and MNGT, MRKT, and FINA majors may earn up to 3 hours of BSAD 491 credit. BSAD 491 credit for IBUS majors (or BSAD majors with a global leadership minor) may only be applied once toward the BSAD or IBUS course requirement and cannot be double counted between the two separate requirements. BSAD 491 credit not already applied to a specific major may count toward business elective, free elective, and/or upper-level elective hours and IBCR credit. Study abroad transfer rules do apply. The advisors in the College of Business can explain how Senshu credit applies to specific business majors/minors, including the language credit options for IBUS majors.

The Consortium of Universities for International Business (CIMBA) offers summer and semester undergraduate courses and summer graduate courses in the Veneto region in Italy. Due to the extensive credit options available, students should reference an academic advisor or http://business.unl.edu/global for applicable degree credit.

Spain: Summer Study in Barcelona is a six-week summer faculty-sponsored program hosted by IAU College in Barcelona, Spain. While taking two to three courses, students learn the culture, language, and business practices that make this city the only one like it in the world. Semester study options are also available.

France: Summer Study in Aix-en-Provence is a six-week summer faculty-sponsored program held in the southern town of Aix-en-Provence, France. While taking two to three courses at IAU College, students increase their understanding of and appreciation for French tradition, practices and family life, while examining France's robust economy and how business is done. Semester study options are also available.

Italy: Summer Study in Sorrento, Italy – Sant'Anna Institute allows students to enhance their understanding of how business is conducted in Italy by taking courses through Sant'Anna Institute in five-week summer sessions. The program includes many business visits as well as Italian language and culture courses. Semester study options are also available.

China: Business and Cultural Discovery is a three-week summer program visiting businesses and cultural sites. Through this program, undergraduate students earn a minimum of 3 hours of BSAD 491 or FINA 260.

Germany: Supply Chain Systems and Management in Heilbronn, Germany, is a faculty-led summer program in which students will visit multiple German companies to experience firsthand the supply chain process as well as analyze the management style differences. Students will earn either SCMA 331 or MNGT 360 credit.

Ghana: Sustainable Innovation in Africa through Agriculture, Business and Education Projects in Africa. While earning 3 credit hours in BSAD 491, students study the culture and institutions within Ghana and work on projects focused on innovative crop management strategies as well as developing business and marketing plans for a local rice company.

Benin: The Big RED Project: Innovating Tourism and Agricultural Systems in Africa. This spring break program consists of coursework during the spring semester in BSAD 491 and travel during the break. Students will work with a local agronomist to build a prototype solar-powered center pivot for irrigation and a crop management strategy while other students work on a tourism plan for the capital city.

Guyana: Eco-Tourism, Community, and Sustainable Development. This spring break program consists of coursework during the spring semester in BSAD 491 and travel during the break. Students will develop an expansion to the eco-tourism business and marketing plan designed by last year's program. Students will visit key eco-tourism sites around the country before presenting to government officials.

Panama: Sustainable Entrepreneurship. This winter break program consists of coursework during the fall semester in BSAD 491 and travel during the break. Students will develop a plan to sustainably harvest trees from a teak tree farm located in Panama, find potential buyers, and distribute the trees internationally. Students will also work hands-on to renovate a cottage at an eco-tourism farm.

Australia: Leadership, Ethics, Entrepreneurship, and Design (LEED) in Australia. This winter break program consists of coursework during the fall semester in BSAD 491 and travel during the break. Through lectures, case studies, company visits, and cultural experiences, students will develop a greater awareness of how business is conducted in the Asia-Pacific region.
for each term, ceremony participation is allowed only in the term during which the student has properly and timely applied for graduation and fulfilled degree requirements.

**Student Standing/Classification**

**Second semester freshmen** who have completed MATH 104 (or higher) with a grade of C or better and have a cumulative 2.5 GPA over at least 14 credit hours earned at Nebraska, may enroll in ACCT 201 (which normally requires sophomore standing). Freshmen are also permitted to enroll in ECON 211 or ECON 212 upon completion of 12 hours of University of Nebraska–Lincoln credit.

**Sophomore Standing.** For admission to sophomore standing, a student must have earned a minimum of 27 semester hours of credit. It is expected that students will have removed any entrance deficiencies by this point in the program and should maintain a 2.5 cumulative GPA to remain on sequence for graduation.

**Junior Standing.** A student has junior standing after meeting the requirements for sophomore standing and completing 53 semester hours of credit. It is expected that students will maintain a 2.5 cumulative GPA to remain on sequence for graduation.

**Senior Standing.** A student has senior standing after meeting the requirements for junior standing and completing 89 semester hours of credit. It is expected that students will maintain a 2.5 cumulative GPA to remain on sequence for graduation.

**Substitutions and Waivers**

**Curriculum and/or Policy Appeals**

The faculty of the College has established degree requirements and policies and procedures. Any exceptions to the rules (substitutions and/or waivers) are made in response to a written appeal submitted to the faculty through the Undergraduate Committee of the College. This request may be made only in unusual circumstances and cannot serve as an excuse for not following College guidelines. Students should meet with an advisor in the College of Business to discuss options, specific instructions, and procedures for consideration of an appeal.

**Grade Appeal**

Students who believe they have received an unfair grade may take the following sequential actions to appeal a grade:

- The student must discuss the situation with the instructor involved.
- If the situation is not resolved at the instructor level, the student must meet with the chair or director of the department/school in which the instructor is assigned (in situations where the instructor does not have a departmental/school home, the student must meet with the associate dean for Undergraduate Programs) to determine whether appropriate discussions have taken place with the instructor. If so, the student is advised of the grade appeals process. If not, the student is referred back to the instructor for further discussion.
- If no acceptable solution is reached, the student may file a written grade appeal with the Grade Appeals Committee of the specific department or school in the College. The appeal must be filed within the first 20 class days of the academic semester following receipt of the course grade. In making the appeal, the student must allege that the guarantees contained in Section II, Part B, of The Student in the Academic Community, have been violated.
• In making his or her appeal, the student must allege bias or caprice in grading, departure from grading procedures as indicated by the instructor, or refusal to clarify the basis for a grade on the part of the instructor.

• Within 15 class days of receipt of the student's statement, the Departmental Grade Appeals Committee will inform both the instructor and the student when a hearing procedure is to be scheduled. At the hearing, the committee shall meet separately with the student and the instructor and each may defend their position. The committee may also invite other individuals directly associated with the case to meet with the committee as needed to clarify pertinent facts of the case. At the request of either party or at the request of the committee, an additional portion of the hearing may be requested where both parties are present. The appeals meetings shall be closed, the discussions regarded as private, and the documents are available only to the involved parties and the committee members. At the conclusion of the process outlined above, the Department Grade Appeals Committee shall inform both parties of its decision concerning the merit of the appeal.

• Upon notification of the result, if both parties agree in writing to accept the decision, the matter is closed. If either party does not accept the result in writing, they may file an appeal with the College Grade Appeals Committee.

• Within 10 class days of notification of the decision by the Departmental Grade Appeals Committee, either party may file an appeal with the College Grade Appeals Committee. This appeal must be made on the same basis as the original appeal. All documents from the original appeal and the decision of the committee shall be forwarded to the College Grade Appeals Committee. If neither party files an appeal with the College Grade Appeals Committee within 10 class days, the matter is closed.

• Within 15 class days of receipt of the appeal, the College Grade Appeals Committee will inform both the instructor and the student when a hearing procedure is to be scheduled. At the hearing the committee shall meet separately with the student and the instructor and each may defend their position. The committee may also invite other individuals directly associated with the case to meet with the committee as needed to clarify pertinent facts of the case. At the request of either party or at the request of the committee, an additional portion of the hearing may be requested where both parties are present. The appeals meetings shall be closed, the discussions regarded as private, and the documents are available only to the involved parties and the committee members. At the conclusion of the process outlined above, the College Grade Appeals Committee shall inform both parties of its decision concerning the merit of the appeal. All decisions of this committee are final.

Grade Option Appeal/Late Withdrawal Appeal
Appeals to change the grade option in a course after the deadline, as well as any late withdrawal requests, must be made in writing to the College Grading and Examinations Committee. Restrictions, options, and forms for either of these procedures may be obtained from the advising office (BASE) in 125 Hawks Hall. The College generally expects any appeal request to be made within a reasonable time frame.

ACE Requirements
All students must fulfill the Achievement Centered Education (ACE) requirements. Information about the ACE program may be viewed at 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 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 to Use
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.

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 & 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 can 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 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 [www.math.unl.edu](http://www.math.unl.edu).

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 the 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 or 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 and 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 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 Writing and Inquiry or ENGL 151 Writing and Argument as prerequisites. While it is also an ACE 1 course, as is ENGL, BOTH are specific requirements for the College of Business.

Raikes students will complete RAIK 288H Honors Business Writing.

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.
- Raikes students will complete RAIK 188H Honors: Introductory Communication Seminar II and RAIK 383H Software Engineering IV instead of COMM 286 or MRKT 257.

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

Raikes students complete this requirement as a part of their other courses.
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 111, BSAD 222, BSAD 333, BSAD 444 and BSAD 50) 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.
  • Raikes students will take RAIK 181H Honors: Foundations of Business I to meet the ACCT 201 and ACCT 202 requirement.
• 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.
  • Raikes students will take RAIK 181H to meet the ACCT 201 and ACCT 202 requirement.

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.
  • Raikes students will take RAIK 182H to satisfy the ECON 211 and ECON 212 requirement and the ACE 6 requirement.

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.
• Raikes students will take RAIK 270H Statistics and Applications to meet the ECON 215 requirement.

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 years.
• All coursework must be taken for a grade.
• Sequence with the following recommendations/restrictions:
  • Plan a 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.
• Raikes students will take RAIK 372H Honors: Business Law to meet the BLAW requirement.

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

- Raikes students will take RAIK 371H Fundamentals of Management Science to meet this requirement.

#### BCI 3 – FINA 361 Finance
- Actuarial science majors will take FINA 461 Advanced Finance to meet this requirement.
- Raikes students will take RAIK 381H Honors: Advanced Topics in Business I to meet this requirement.

#### BCI 4 – MRKT 341 Marketing
- Raikes students will take RAIK 341H Honors: Marketing to meet this requirement.

#### BCI 5 – SCMA 331 Operations and Supply Chain Management
- Raikes students do not need to complete this course. The material is covered in various other RAIK courses.

#### BCI 6 – MNGT 301 Introduction to Management
- Raikes students will take RAIK 185H Honors: Foundations of Leadership I and RAIK 186H Honors: Foundations of Leadership II to meet this requirement. RAIK 403H Honors: RAIK Design Studio III will complete the knowledge of MNGT 301.

### Professional Enhancement Program – Upper level

#### PrEP–BSAD 333 PrePr III, Internship and Job Search Strategies
- 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 PrePr 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 (no 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).
  - Raikes students will take RAIK 476H instead of MNGT 475.

#### 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 MNGT 414.
- The IBCR must be taken for a grade.
The course must be chosen from the following approved list of international business course requirement (IBCR) courses. Many of these courses have prerequisites. Some are restricted for education abroad and others may only be offered once a year. Thus, students are advised to plan ahead in scheduling this requirement into their programs.

**IBCR Courses**

- BSAD 491 International Studies in Business and Economics (1-15 hrs)
  - Available only to students studying abroad for which there is no University of Nebraska–Lincoln equivalent course.
  - Available also for the Senshu, Japan, CIMBA Italy, and for the China Education Abroad Programs.
  - Senshu program students may apply 3 hours towards electives in the FINA, MNGT, or MRKT major; 6 hours applicable for BSAD or IBUS major/minor.
  - BSAD 491 credit from any other study abroad program should be based on course topics directly associated with a specific major in MNGT, MRKT or FINA, and may need department consent to be used in the major. Students should visit with an academic advisor for assistance.

- BSAD 320 Global Issues
- BSAD 420 Global Leadership and the Culture Map
- ECON 321 *(If not completed at this point, ECON 321 may double count for ACE 9.)*
- ECON 421 International Trade *(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 may also count for 3 hours of credit in the major (i.e., MRKT 453 International Marketing counts for a MRKT elective in MRKT major and also fulfills the IBCR; FINA 450 International Financial Management counts for a FINA elective in FINA major and also fulfills the IBCR as well). On the other hand, if coursework for the major is already determined by personal choices or requirements, the IBCR may count in electives, and more specifically, for one of the ‘business’ electives needed for most majors. If not planned carefully this requirement may mean that the student will need to take an additional 3 hours of credit.

**300/400 Upper-level Requirement**

As part of the degree requirements, all students must complete a certain number of 300/400-level courses. Most of these courses will be completed in the Business Core but some majors will require additional hours from outside of the Business Core. With a “standard” 21-hour major, 12 additional hours will be required. Normally, if a major is larger than 21 hours, the number of additional upper-level courses is reduced. This requirement can be met with 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 may be used to fulfill the 300/400-level requirement. Consult the 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 the 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 RALK 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 a prerequisite course 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 College Algebra to take MATH 104 Applied Calculus, etc.). See course descriptions to determine enrollment restrictions.
- Minimum 2.5 cumulative GPA required to enroll in many business courses, including ACCT 201, ACCT 202, ECON 215, FINA 361, BLAW 371, BLAW 372, SCMA 331, SCMA 350, MNGT 301, MNGT 475, MRKT 341, MRKT 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.

- 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 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 their 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 cum GPA. In some
instances, a specific grade is required in certain courses to continue with upper-level coursework.

Transfer Credit Rules
For detailed 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).

Degrees & Majors
Bachelor of Science in Business Administration
Majors
Accounting
Actuarial Science (also offered through the College of Arts & Sciences)
Agribusiness (also offered through the College of Agricultural Sciences & Natural Resources)
Business Administration
Economics (also offered through the College of Arts & Sciences)
Finance
International Business
Management
Marketing
Supply Chain Management

Dual Degrees
Given the number of elective hours available to most business students, consideration should be given to the opportunity to pursue a dual degree, which allows simultaneous enrollment in the College of Business and another college on campus. Students will need to consult with both colleges to ensure all requirements are satisfied in a timely, efficient manner and that double counting of a course (where appropriate) is identified in advance of enrollment. College of Business students declaring dual degrees must complete a minimum of 150 hours in order to complete the two degrees.

Minors & Areas of Specializations Offered

Minors Outside the College
The faculty of the College encourages students to minor in a discipline outside the College to develop logical and critical thinking, curiosity, understanding of the external environment and sensitivity to ethical issues. By developing these abilities, students can enrich their lives and provide a broader basis for informed and responsible decision making.

• Minors are not required; only recommended.
• Coursework for the minor may be counted for the minor and ACE if so designated as ACE.
• “Plan A” requires completion of one minor; “Plan B” requires two minors be completed.
• The College of Business allows double counting of coursework when it is allowed by the minor and when it meets the requirements set out below.

As business students select minors from outside of the College, they have two restrictions. The College requires that a minor, which includes business courses, must have at least 12 hours of non-business courses. Students must also meet any restrictions accessing the minor. Some colleges restrict their minors to students who have a major within that college.

Minors Within the College
The College offers the following business minors.

Business Minors
The business minors are limited to business majors unless otherwise indicated.

- Accounting
- Actuarial Science
- Business Analytics
- Clifton Builder Management (open to all UNL students)
- Economics
- Entrepreneurship (open to all UNL students)
- Finance
- Global Leadership (open to all UNL students)
- Management
- Marketing
- Supply Chain Management

NOTE:

- Business coursework used for any of these minors cannot be double counted toward the major or other minor requirements, BCF, BCI, BCA-M or BCA-C. (The finance department allows double counting with accounting majors and minors and with economics majors and minors.)
- Business students choosing to minor in economics must follow the College of Business economics minor requirement.

Majors with Options
Finance Majors
There are several options available to finance majors:

- General Finance
- Banking & Risk Management
- Investments

Management Majors
Management majors will select an option from the list below. See the management major section for details.

- Clifton Builders
- Human Resources Management
**Marketing Majors**
Marketing majors can pursue tracks (as described under the marketing major) in:

- Merchandising (minor)
- Merchandising/Design (minor)
- Advertising – Unlike the major and minor, recognition of completion of this emphases does not appear on the student’s transcript.

**General Business Minor—Plan A Only**
The minor consists of the following 18 hours:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ACCT 200</td>
<td>Accounting for Business Decisions</td>
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</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 Organizations</td>
<td>3</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 colleges at UNL.
- Only non-business students may complete this minor.
- Courses in the minor may not be used towards a degree in business.
- Prerequisites are enforced.
- No more than one course may be transferred into the minor.
- Students with previous credit in business should see their college advisor for further information.

**Business Analytics Minor**
This minor is only available to College of Business students. Please search the catalog from the home page by selecting the MAJORS button and then searching for business analytics.

**Clifton Builders Management Minor**
This minor is available to all University of Nebraska-Lincoln students. Please search the catalog from the home page by selecting the MAJORS button and entering Clifton Builders.

**Entrepreneurship Minor**
This minor is available to all University of Nebraska-Lincoln students. Please search the catalog from the home page by selecting the MAJORS button and entering entrepreneurship.

**Global Leadership Minor**
This minor is available to all University of Nebraska-Lincoln students except international business majors. Please search the catalog from the home page by selecting the MAJORS button and entering global leadership minor.

**Military Leadership Minor—Plan A Only**
This is an 18-hour minor.

The military leadership minor is designed for College of Business students who are involved in one of the three ROTC programs. The requirements for each are listed below.

**Military Leadership Minor – Army ROTC**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MLSC 401</td>
<td>Leadership and Management</td>
<td>3</td>
</tr>
<tr>
<td>&amp; MLSC 401L</td>
<td>and Leadership Laboratory VII</td>
<td></td>
</tr>
<tr>
<td>MLSC 402</td>
<td>Officership</td>
<td>3</td>
</tr>
<tr>
<td>&amp; MLSC 402L</td>
<td>and Leadership Laboratory VIII</td>
<td></td>
</tr>
<tr>
<td>HIST 303</td>
<td>United States Military History, 1607-1917</td>
<td>3</td>
</tr>
<tr>
<td>or HIST 304</td>
<td>United States Military History Since 1917</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following:

- MNGT 360 Managing Behavior in Organizations
- MNGT 411 Leading People and Projects
- MNGT 412 Negotiating and Conflict Management
- MNGT 413 Building Ethical and Socially Sustainable Organizations
- MNGT 414 Leadership in a Global Context

**NOTE:** If MNGT 360 is a required course for your major, you may take three of the four courses above to complete the minor as long as none of the courses above are used in your major. To complete the minor, if any of the above courses are used in your major, you may select from the courses below as substitutes:

- MNGT 361 Human Resource Management
- MNGT 461 Strategic Human Resource Management
- SCMA 335 Supply Chain Decision Making Models
- SCMA 437 Supply Chain Risk Management
- SCMA 459 Global Information Systems
- SCMA 444 Supply Chain Logistics Management
- ECON 416 Statistics for Decision Making
- ECON 417 Introductory Econometrics
- ECON 433 History of Economic Thought
- MRKT 453 International Marketing
- MRKT 458 Sales Force Management

A total of 18 credit hours must be completed for the minor. No double counting is allowed between majors and minors.

**Military Leadership Minor – Navy ROTC**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>NAVS 100</td>
<td>Naval Orientation Lab</td>
<td>0</td>
</tr>
<tr>
<td>NAVS 401</td>
<td>Naval Leadership and Management</td>
<td>3</td>
</tr>
<tr>
<td>NAVS 412</td>
<td>Leadership and Ethics</td>
<td>3</td>
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- MRKT 458 Sales Force Management
The ability to sell is a universal skill set and there is some form of selling involved in almost every job. Students who are interested in developing their sales skills and potentially pursuing a career in sales can get a certificate or advanced certificate in sales through the Center for Sales Excellence in the College of Business. The sales certificate program is open to all University of Nebraska–Lincoln undergraduates—students do not have to be College of Business majors/minors to be a part of this program.

To pursue the certificate or advanced certificate, all students must first take MRKT 257 Sales Communication. This prerequisite class introduces students to the fundamentals of the sales communication process. MRKT 257 also meets the ACE 2 communication requirement. Following this class, interested students may apply for admission into the sales certificate program. Selected students will need to take the following courses to obtain a Certificate in Sales Excellence:

- MRKT 357 Advanced Professional Selling 3
- MRKT 371 Sales Practicum I 3
- MRKT 457 Customer Relationship Management and Sales Technologies 3
- MRKT 458 Sales Force Management 3

After taking these courses, students interested in earning an Advanced Certificate in Sales Excellence must take the following additional course:

- MRKT 460 Key Account Selling 3

The certificate and advanced certificate will be awarded by the College of Business. Both complement the student’s existing major/minor and serve as a formal recognition that the student has satisfactorily completed the aforementioned course requirements. Certificates will not be listed on the student’s transcripts. However, given the value of the certificates’ curricula to prospective employers, students will benefit by mentioning these certificates on their resumes.

Graduate Student Information

Graduate Program Options

**MBA Programs**
- Master of Business Administration (MBA)
- Master of Business Administration/Juris Doctorate

**Joint Programs**
- Master of Business Administration/Master of Architecture
- Master of Professional Accountancy/Juris Doctorate

**Other Masters Programs**
- Master of Professional Accountancy (MPA)
- Master of Arts in Business with a specialization in Intercollegiate Athletics Administration
- Master of Arts in Economics
- Master of Science in Actuarial Science
- Master of Science in Business Analytics
- Master of Science in Finance

**Ph.D. Programs**
- Economics
  Business with specializations in:
Accountancy
Finance
Management
Marketing

Additional information on all graduate degree programs, including those listed above, can be found in the Graduate Studies Catalog. For more information, please go to http://www.unl.edu/gradstudies.