



# COLLEGE OF BUSINESS

## Mission

Together, we drive discovery, create opportunity and empower individuals to lead the future 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.

### Academic and Career 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. Academic advisors are available to assist students in assessing educational goals, planning programs of study, understanding program requirements, and following policies and procedures (e.g. about specific degree requirements, transfer credits, prerequisites, changes in majors or colleges, and waivers). Advisors also assist students in finding relevant and helpful campus services. Nebraska Business Honors Academy students should contact the Academy advisors located adjacent to the BASE office.

**Business Career Center (BCC):** Our College of Business career coaches are available to assist students who want to explore major and career options, gain experience, craft and refine application materials, develop internship/job search strategies, prepare for interviews, negotiate offers, apply for graduate school, and/or transition from college to career. For individualized information and advice, students are encouraged to meet with a career coach each semester. Students can meet with career coaches by visiting the Business Career Center in HLH 141 or scheduling an appointment in Student Success Hub.

## Student Responsibility

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

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.

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. Students who believe their Degree Audit has errors or omissions should visit with a College advisor promptly. It is important that students resolve these matters as soon as practical to avoid a delay in graduation.
- Participate in degree planning.
- 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 maximum loads as noted by the Office of the University Registrar (<https://registrar.unl.edu/maximum-credit-hour-load/#tab3>).
- 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 to three hours of preparation for every hour in class. A schedule of 15 credit hours is equivalent to a 45 hour a week job (15 classroom hours + 30 preparation hours).

The student who must work, or 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 Availability

Requirements for the degree are offered on a regular basis. However, in some cases, a course may not be offered every semester. Students should visit with an advisor regarding questions on course availability. A listing of when key classes are generally offered is available here (<https://business.unl.edu/current-students/academic-advising/academic-resources/course-offerings/>).

### 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, database management, or other business software packages
- Certificate program credit (such as the Nebraska Bankers Association, CEP credit, etc.)

UNL offers some courses that overlap in content (called Antirequisites) and students may not earn credit for both courses. For more information and a listing of Antirequisites, visit <https://catalog.unl.edu/undergraduate/academic-policies-other-units/procedures/>.

Courses required for the business minor (for non-business students) cannot be used towards the BSBA degree. This would include ACCT 200 Accounting for Business Decisions, ECON 200 Economic Essentials and Issues, BLAW 300 Business, Government & Society, FINA 300 Financial Decision Making, MNGT 300 Management Essentials For Contemporary Organizations, and MRKT 300 Contemporary Marketing. The only exception is that if MNGT 300 is taken prior to declaring a business major, it may be substituted for MNGT 301.

### Transfer Credit Rules and Restrictions

The College limits the transfer of credit into the BSBA degree to 60 semester hours of credit from two-year schools and international schools. Further restrictions include:

- In compliance with UNL policy, the college will accept up to 15 hours of military credit for coursework presented through the Joint Services Transcript (JST).
- A maximum of 18 hours of required business coursework, with additional restrictions listed below, may transfer towards the Business Core, Business Major, 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 at the 3/4xx level (using UNL numbering) may transfer toward the Business Core area.
  - A maximum of 3 hours of business coursework may transfer toward the Business Major level.
  - Only 100- and 200-level business courses may be transferred from two-year institutions and international institutions.
- A maximum of 3 hours may transfer towards each subsequent business major and/or minor. (These 3 hours do not contribute to the 18-hour limit noted above).

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 (i.e. more than 120 hours total may be required if utilizing transfer hours and specific requirements were not met)

### Grade Point Average

- Maintenance of a 2.5 cumulative grade point average is expected throughout the student's career in the College.

- A 2.5 cumulative grade point average is required to apply for graduation.
- A 2.5 cumulative grade point average is required to enroll in a number of business classes, including multiple classes in the Business Core and some upper level classes for different majors. Please see individual class pages for detailed information.

## Credit Rules

### Credit by Examination

The University grants credit for completion of examinations through programs such as Advanced Placement (AP) Program, International Baccalaureate (IB) Program, and College Level Examination Program (CLEP) if appropriate scores are earned. See <http://creditevaluation.unl.edu> (<http://creditevaluation.unl.edu/credit-types/>) for additional information. Credit by examination is generally not available for courses offered by the College of Business. 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.

## Honors Program

The College of Business participates in the University 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.

In addition to the university-wide 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 University Honors Program.

### Nebraska Business Honors Academy

The Nebraska Business Honors Academy is a unique cohort-based program for high-ability students with demonstrated leadership potential. The goal of the Academy is to develop critical thinking, problem-solving, and communication skills to prepare graduates to be strategic decision-makers and innovators. The Academy combines a rigorous curriculum (including approximately 40 credit hours of cohort-based courses) with leadership training, co-curricular activities, and corporate involvement. Nebraska Business Honors Academy requirements differ from those listed in the catalog. Students work closely with the Academy's advisors on appropriate sequencing and enrollment in Academy-specific requirements. Academy students will complete MNGT 475H Honors: Business Strategies in place of the thesis requirement for the University of Nebraska–Lincoln Honors Program. Students interested in learning more about the Nebraska Business Honors Academy should call 402-472-2310 or visit the Academy website (<http://business.unl.edu/academic-programs/honors-academy/>).

### 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 (<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 complete MATH 107 or a higher level calculus course. MATH 107 is a prerequisite for RAIK 270H.
- Raikes students will take the following RAIK courses in lieu of required business classes:
  - RAIK 284H replaces COMM 286 or MRKT 257
  - RAIK 182H replaces ECON 211 and ECON 212
  - RAIK 181H replaces ACCT 201 and ACCT 202
  - RAIK 270H replaces ECON 215 or STAT 380 or ACTS 445
  - RAIK 341H replaces MRKT 341
  - RAIK 371H replaces SCMA 350 (or SCMA 451 for Actuarial Science majors)
  - RAIK 185H and RAIK 186H replace MNGT 301
  - RAIK 401H completes the knowledge requirement of MNGT 301
  - The combination of RAIK 163H, RAIK 284H, and RAIK 372H complete the knowledge requirement for MNGT 101
  - The combination of RAIK 163H, RAIK 284H, RAIK 371H, RAIK 372H, RAIK 401H, and RAIK 402H, complete the knowledge requirement for BSAD 340
  - RAIK 381H replaces FINA 361 (or FINA 461 for Actuarial Science majors)
  - RAIK 372H replaces BLAW 371
  - RAIK 476H replaces MNGT 475
  - RAIK 370H (if taken for a letter grade) replaces three hours of the twelve total hours of required actuarial science major electives, and may also still work towards the RAIK computer science minor
- Raikes students will not be required to take BSAD 111, BSAD 222, BSAD 333, BSAD 444, or BSAD 50, or SCMA 250 (ACTS 250 for actuarial science majors). SCMA 331 course material is covered in various required RAIK courses.
- Raikes students will be required to take these additional courses:
  - Raikes required courses: RAIK 10, RAIK 40, RAIK 163H
  - Raikes Foundations of Computer Science courses: RAIK 183H, RAIK 184H, RAIK 283H, RAIK 284H
  - 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.
- 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. Please refer to this site (<https://business.unl.edu/current-students/academic-advising/scholarships-and-awards/graduating-with-distinction/>) for additional information. Students will be notified of a distinction designation approximately one month before graduation.

## Business Abroad/Global Experiences/Education Abroad

### Business Abroad

Prepare for a future in a globalized economy through study or internship opportunities abroad. Students should identify their intentions early in their program to ensure the appropriate sequencing and transfer of credit. The Business Abroad website (<https://business.unl.edu/current-students/study-abroad/>) and the Global Experiences website (<https://globalexperiences.unl.edu/>) provide listings of programs. Signature programs for the College of Business are listed below.

**Nebraska at Oxford** 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 and ECON 467. Business students must complete ECON 211 and ECON 212 prior to program participation.

**Senshu University in Japan** gives students an opportunity to study and earn 19 hours in business and Japanese language in Tokyo, Japan during the fall semester.

**Nebraska in Barcelona** is a six, nine, or twelve-week summer faculty-sponsored program hosted by IAU College in Barcelona, Spain. Students learn the culture, language, and business practices that make this city unique, while taking two to three courses, as well as an internship in the nine and twelve week options.

**Nebraska in the Asia Pacific** allows students to study the impact of globalization and contemporary international business issues in Australia and New Zealand over winter break.

The Consortium of Universities for International Business (CIMBA) offers summer and semester undergraduate courses and summer graduate courses in the Veneto region in Italy.

Other study abroad or internship programs are available in a variety of other countries with many credit hour and semester options. Students should refer to the Business Abroad website (<https://business.unl.edu/current-students/business-abroad/>) or the Global Experiences website (<https://globalexperiences.unl.edu>) for more information.

## Graduation Requirements

Students are expected to develop a clear understanding of degree requirements and to plan their course of study with a CoB advisor. Students requiring clarification of outstanding degree requirements should visit with a College advisor promptly.

Each student with MyRED access must submit an online Application for Graduation via MyRED for each degree. The deadline may be found on the graduation information webpage (<https://registrar.unl.edu/student/commencement/application/>). Students submitting an electronic Application for Graduation via MyRED will be billed a \$25.00 per degree fee on their student account. Failure to submit a timely Application for Graduation may preclude the awarding of a degree in the intended term. The Application for Graduation and required \$25.00 fee are good only for the term marked on the application, and neither is transferrable to another term. If you submit an Application for Graduation and pay the fee for a specified term but do not complete your degree requirements in that term, you will need to reapply to graduate in a future term and incur another fee.

Commencement ceremony information including information about ordering cap and gown can be found at <https://commencement.unl.edu>. Each student who has applied for graduation must submit an online Commencement Attendance Form via MyRED, which will be available approximately one month before graduation.

Only those students who have applied for graduation, had the application accepted, and fulfilled all degree requirements as of the last day of the academic term may participate in the commencement ceremony for that term. Because the University of Nebraska–Lincoln has a commencement 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

**Freshman Standing:** 0 to 26 credit hours

**Sophomore Standing:** 27 to 52 credit hours

**Junior Standing:** 53 to 88 credit hours

**Senior Standing:** 89 or more credit hours

## 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. 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 have the ability to appeal that grade. Students must first attempt to resolve the situation with the instructor. If it 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. The full grade appeal process for the College is listed at the following site (<https://business.unl.edu/current-students/academic-advising/grade-appeal-process/>), and must be followed sequentially.

## Grade Option Appeal/Late Withdrawal Appeal

Appeals to change the grade option in a course after the deadline, as well as late withdrawal requests that are not related to personal medical reasons, must be made in writing. 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. Students with personal medical reasons wishing to pursue a late/medical withdrawal work with the Office of Student Life as noted on their website (<https://studentaffairs.unl.edu/support/medical-withdrawal/>).

## ACE Requirements

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

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

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

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

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

## Catalog 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.

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

## College Degree Requirements

### Overview of College Degree Requirements

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

#### 1. Non-Business Requirements

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

#### 2. Business Core

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

#### 3. Business Major

#### 4. Electives

#### Non-Business Requirements

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

Five Courses (normally 15-17 hours, 25 hours for Actuarial Science)

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

- The college requires a calculus course from the below options to complete the ACE 3 requirement.
- Most students will take coursework to fulfill these requirements during their freshman/sophomore year.

All ACE coursework must be taken for a grade.

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

Choose *ONE* of the following:

MATH 104 Applied Calculus

MATH 106 Calculus I

Any advanced calculus course above the 106 level

Notes regarding the selection of coursework for ACE 3:

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

#### Math Placement Exam (MPE)

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

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

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

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

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

#### ACE 5: Study of Humanities

Choose *one* course from *ACE 5 Certified Courses*.

#### ACE 7: Study of the Arts to Understand Their Context

Choose *one* course from *ACE 7 Certified Courses*.

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

Choose *one* course from *ACE 9 Certified Courses*.

In any of the above instances where double counting is an option, only 3 hours of credit are awarded; students will still need to meet the 120 hours for graduation.

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

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

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

### Purposeful Strategist - 33 hours

- MNGT 101 Introduction to Business or MNGT 101T Introduction to Business for Transfer Students
- ACCT 201 Introductory Financial Accounting
- ACCT 202 Introductory Managerial Accounting
- ECON 211 Principles of Macroeconomics (ACE 6)
- ECON 212 Principles of Microeconomics (ACE 6)
- BLAW 371 Legal Environment or (ACE 8)
- FINA 361 Finance or FINA 361A Finance
  - Actuarial Science majors take FINA 461.
- MNGT 301 Introduction to Management
- MRKT 341 Marketing
- SCMA 331 Operations and Supply Chain Management
- MNGT 475 Business Strategies (ACE 10)
  - A capstone course integrating business concepts covered throughout the program.
  - Actuarial science majors may take FINA 461 concurrently with MNGT 475.
  - Must be taken at the University of Nebraska-Lincoln and taken for a grade.

### Data Driven Decision Maker

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

- Economics majors or minors can take STAT 380 instead of ECON 215.

- SCMA 350 Business Analytics/Information Analysis
  - Marketing and agribusiness majors may choose to take MRKT 350.
- Actuarial science majors will take SCMA 451 Introduction to Predictive Analytics.

### Effective Communicator

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

### Empowered Professional (PrEP) (3-4 hours)

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

- BSAD 111 PrEP I, Investing in Strengths or BSAD 111S PrEP I, Investing in Strengths for Transfer Students
- BSAD 222 PrEP II, Career Development and Planning
- BSAD 333 PrEP III, Internship and Job Search Strategies
- BSAD 444 PrEP IV, Professional and Life Skills
  - Taken the semester of graduation.

### Business Major – (21-31 hours)

- Coursework for the major requires completion of specific, required courses of the department (see individual major page), along with other guidelines.
- Business majors and minors cannot double count with Business Core (for example, MNGT 301 and MNGT 475 do not count towards the management majors).
- Business students cannot earn a major and a minor in the same area (for example, an Economics major cannot get an Economics minor; an International Business major cannot earn a Global Leadership minor). Similarly, International Business majors cannot earn a major or minor in the same option or subplan as their International Business major. (For example, an International Business-Finance major cannot earn a major or minor in Finance but could earn a major or minor in any other business area.)
- Business Administration majors cannot double count courses with any College of Business major or minor.
- Careful and advanced planning is necessary, as some courses for the major may not necessarily be available every semester, and classes for the major are limited in the summer sessions.
- ALL coursework for the major must be taken for a grade (students may not take classes Pass/No Pass).
- Sequencing of classes is critical; plan the major courses well in advance of enrollment. Visit with an academic advisor for assistance in planning critical class sequencing.

- A maximum of 3 hours of coursework may transfer if the 18-hour limitation has not been exceeded. Further restrictions may apply.

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

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

- Some hours may need to be additional business coursework (to meet the requirement that 60 hours of coursework be in business). This requirement will vary by major.
- In a 21-hour Business Major, students will average 28 hours of elective credit; second major options and/or minors may be appropriate to consider for elective hours.

## Other Requirements

### Business Course/Business Elective Hours

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

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

- Economics, marketing, and management (Entrepreneurship, General, and Leadership options) – 3 hours of business electives.
- Accounting, business administration, and management (Human Resources and Clifton Builders options) majors – no additional business coursework, as the major consists of 24 hours of business coursework.
- Actuarial science majors – no additional business coursework, as the major consists of more than 24 hours of business coursework.
- Finance majors – no additional business coursework, as the major consists of 24-27 hours of business coursework.
- Supply chain management and business analytics majors – no additional business coursework, as the major consists of 27 hours of business coursework.
- Agribusiness, business & law, and Raikes majors – no additional business coursework required due to intent of major as being 'business-related' coursework.
- Additional hours may be required if there is a variation in hours for the Non-Business Requirement, Business Core, Business Major, or if there is a violation of transfer limits, etc.

## Experiential Learning Requirement

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

## Grade Rules

### C- and D Grades

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

- A grade of C or higher is expected in a prerequisite course to enroll in ACCT courses.
- A grade of C or higher is required in FINA 361 in order to take most upper-level FINA courses.
- A grade of C or higher is required in other departmental higher-level sequencing courses (i.e., MATH 101 to take MATH 104, etc.). See course descriptions to determine enrollment restrictions.
- Grades of C- or lower may be replaced in the calculation of GPA by retaking the course at the University of Nebraska–Lincoln or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

### Pass/No Pass

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

- BSAD 111, BSAD 222, BSAD 333, BSAD 444, BSAD 50 are offered only as Pass/No Pass. All are required.
- Students may apply no more than 6 hours of elective credit using the Pass/No Pass option (excludes ACCT 395A, BSAD 111, BSAD 222, BSAD 333, BSAD 444, BSAD 395 (and cross-listings), MRKT 395).
- Courses offered through the University of Nebraska-Lincoln College of Business are not offered with a Pass/No pass grading option and must be taken for a grade.
- College of Business students may **NOT** take coursework to satisfy ACE requirements, 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 or internship course (391, 395, 396, 396H) may be taken in the College of Business using the Pass/No Pass option with the permission of the instructor and the department chair, but College of Business students who qualify

for this exception may use the independent study or internship course (391, 395, 396, 396H) **only** as elective credit.

- ACCT 395A BSAD 395 (and cross-listings) and MRKT 395 taken in the Pass/No Pass format will not count against the six hour Pass/No Pass maximum in open electives.
- Advanced Placement grades of 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.

## Residency

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

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

## 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
- Business & Law
- Business Analytics
- Economics (also offered through the College of Arts & Sciences)
- Finance
- International Business
- Management
- Marketing
- Supply Chain Management

#### 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 (open only to students accepted into the Clifton Builders Program)
- Human Resources Management
- Entrepreneurship & Innovation
- General Management
- Leadership in Organizations

#### International Business

- General
- Economics
- Finance
- Management
- Marketing
- Supply Chain Management

#### 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. Given the number of elective hours available to most business students, consideration may be given to this opportunity. 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.

## Minors

### Minors Outside the College

The faculty of the College encourages students to minor in a discipline outside the College to develop additional 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 completion of two or more majors or minors.
- 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.
- Raikes students with a business major should designate a computer science minor. Coursework for the minor is completed as part of the Raikes requirements.

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 Available to Business Majors

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

- Accounting
- Actuarial Science
- Business Analytics

Clifton Builder Management (*open to all University of Nebraska–Lincoln students who are accepted into the Clifton Builders Program. Not open to management majors/minors*)

Economics (*Business students choosing to minor in economics must follow the College of Business economics minor requirements*)

Entrepreneurship (*open to all University of Nebraska–Lincoln students except management majors/minors*)

Finance

- Global Leadership (*open to all University of Nebraska–Lincoln students except international business majors*)
- Law and Business (*open to all University of Nebraska–Lincoln students*)
- Management
- Marketing
- Military Leadership (*open only to College of Business ROTC students*)
- Supply Chain Management

**Business Minors Available to Non-Business Majors**

Business Minor for Raikes (*open only to students participating in the Jeffrey S. Raikes School of Computer Science and Management*)

- Clifton Builder Management (*open only to students who are accepted into the Clifton Builders Program*)
- Entrepreneurship
- General Business
- Global Leadership
- Law and Business

**NOTE REGARDING DOUBLE COUNTING:**

- Business coursework cannot be double counted toward the Business Core, the same major or minor area, same International Business area, or Business Administration Major.

**General Business Minor**

The minor consists of the following 18 hours:

ACCT 200	Accounting for Business Decisions	3
BLAW 300	Business, Government & Society	3
ECON 200	Economic Essentials and Issues	3
FINA 300	Financial Decision Making	3
MNGT 300	Management Essentials For Contemporary Organizations	3
MRKT 300	Contemporary Marketing	3
<b>Total Credit Hours</b>		<b>18</b>

**Please note the following information:**

- This minor is available to all other colleges at the University of Nebraska–Lincoln.
- Only non-business students may complete this minor.
- Courses in the minor may not be used towards a degree in business. The only exception is that if MNGT 300 is taken prior to declaring a business major, it may be substituted for MNGT 301.
- Prerequisites are enforced.
- No more than one requirement can be completed with transfer credit.
- Students with previous credit in business should see their college advisor for further information.

**Sales Certificate (<https://business.unl.edu/academic-programs/programs-and-degrees/sales-center/>)**

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
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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**

Additional information on graduate degree programs can be found on the College of Business’s website or in the Graduate Studies Catalog. For more information, please go to <http://www.unl.edu/gradstudies> (<http://www.unl.edu/gradstudies/>).