

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) DEGREE

Undergraduate students who complete a degree from UNO's College of Business Administration earn a Bachelor of Science in Business Administration (BSBA) with at least one area of concentration in business (See the complete list of BSBA concentrations)

All BSBA concentrations require 18 credit hours, except Accounting, which requires 24 credit hours.

Some concentrations or secondary concentrations require students to earn a "C+" or better in a specific foundation courses. Specifically, MKT 3310 is the foundation course for the Marketing concentration as well as for the Marketing secondary concentration. MKT 3310 & MKT 3100 are the foundation courses for Sales concentration as well as for the Sales secondary concentration. Finally, FNBK 3250 & FNBK 3300 are the foundation courses for the Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management concentrations as well as the Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management secondary concentrations.

To meet requirements for the BSBA degree, students must earn a minimum of 120 credit hours in courses acceptable to the College of Business Administration, 42 of those credits must be upper division courses (3000-4000 level), with the following requirements:

- Business GPA of 2.50 or above
- Cumulative GPA of 2.50 or above
- GPA of 2.50 or above for all upper division accounting courses (excluding ACCT 3000, ACCT 4500, and ACCT 4510) for the accounting concentration and secondary concentration
- Must earn a "C" or better in classes, for it to count towards the BSBA degree
- The grade of "C-" or better will be accepted in General Education courses (Natural Science, Humanities, & Social Science (except ECON 2200 & ECON 2220))

An Advising hold will be placed if a student does not meet the 2.5 GPA. The hold will not be removed until the requirements are met or the student chooses a major outside the College of Business Administration.

Writing in the Discipline

All students are required to take a writing in the discipline course within their major. For the BSBA degree, this is MKT 3200.

MBA Fast Track

The College of Business Administration MBA program has developed a Fast Track program for highly qualified and motivated students providing the opportunity to complete a BSBA degree and a master's degree in an accelerated time frame. With Fast Track, students may count up to 9 graduate hours toward the completion of their undergraduate program as well as the graduate degree program.

Program Specifics:

- This program is available for undergraduate students pursuing a BSBA degree and desiring to pursue an MBA
- Students must have completed no less than 60 undergraduate hours
- Students must have a minimum undergraduate GPA of 3.0

- Students must complete the Fast Track Approval form and obtain all signatures and submit to the Office of Graduate Studies prior to first enrollment in a graduate course
- Students will work with their undergraduate advisor to register for the graduate courses
- A minimum cumulative GPA of 3.0 is required for graduate coursework to remain in good standing
- Students remain undergraduates until they meet all the requirements for the undergraduate degree and are eligible for all rights and privileges granted undergraduate status including financial aid.
- Near the end of the undergraduate program, formal application to the graduate program is required. The application fee will be waived, the applicant will need to contact the Office of Graduate Studies for a fee waiver code.
 - Admission to Fast Track does NOT guarantee admission to the graduate program.
 - The admit term must be after the completion term of the undergraduate degree.

Contact Information

CBA Advising Office
UNO College of Business Administration
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University of Nebraska at Omaha
6708 Pine Street
Omaha, NE 68182-0048

Advising Phone: 402.554.3419
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Program Website (<https://www.unomaha.edu/college-of-business-administration/>)

BSBA Degree Requirements

All BSBA students must complete CBA's pre-business core courses **and** CBA's upper division (3000/4000) business core courses. Students must choose at least one area of concentration.

CBA Required Fundamental Academic Skills Courses

(All courses must be completed with a C (2.00) or better).

Code	Title	Credits
ENGL 1150/1154	ENGLISH COMPOSITION I	3
ENGL 1160/1164	ENGLISH COMPOSITION II	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	3
or MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES	
CMST 1110	PUBLIC SPEAKING FUNDS	3
Total Credits		12

CBA Required Business Core Courses

(All courses must be completed with a C (2.00) or better. However, some concentrations or secondary concentrations require a C+ (2.33) or better in a specific core course. See note below for specific details.)

Code	Title	Credits
A 2.30 GPA is required to enroll in these required courses (except for ECON 2200 & ECON 2220):		
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
A 2.50 GPA is required to enroll in these required courses:		
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3

ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
MKT 3200	BUSINESS COMMUNICATIONS	3
MKT 3310	PRINCIPLES OF MARKETING ¹	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT ¹	3
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
Total Credits		39

¹ Prerequisites for Upper Division Core Courses

Note: MKT 3310 must be completed with a C+ (2.33) or better for the Marketing concentration and the Marketing secondary concentration; MKT 3100 & MKT 3310 must be completed with a C+ (2.33) or better for the Sales concentration and the Sales secondary concentration; and FNBK 3250 & FNBK 3300 must be completed with a C+ (2.33) or better for the Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management concentrations and the Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management secondary concentrations.

Prerequisites for Upper Division BSBA Core Courses

Code	Title	Credits
MKT 3200	BUSINESS COMMUNICATIONS	3
Prerequisites:		
ENGL 1160	ENGLISH COMPOSITION II	
CMST 1110	PUBLIC SPEAKING FUNDS	
MKT 3310	PRINCIPLES OF MARKETING	3
Prerequisites:		
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MATH 1220	COLLEGE ALGEBRA	
ENGL 1160	ENGLISH COMPOSITION II	
MKT 3200	BUSINESS COMMUNICATIONS	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
Prerequisites:		
ENGL 1160	ENGLISH COMPOSITION II	
MKT 3200	BUSINESS COMMUNICATIONS	
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
Prerequisites:		
ENGL 1160	ENGLISH COMPOSITION II	
CMST 1110	PUBLIC SPEAKING FUNDS	
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MKT 3200	BUSINESS COMMUNICATIONS	
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
Prerequisites:		
ACCT 2020	PRINCIPLES OF ACCOUNTING II	
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	
MATH 1320	PRE-CALCULUS ALGEBRA	
or MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	
or BSAD 3160	MANAGERIAL STATISTICS FOR BUSINESS	

ENGL 1160	ENGLISH COMPOSITION II	
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
Prerequisites:		
ACCT 2020	PRINCIPLES OF ACCOUNTING II	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	
MKT 3200	BUSINESS COMMUNICATIONS	
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
Prerequisites:		
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	
or BSAD 3160	MANAGERIAL STATISTICS FOR BUSINESS	
ENGL 1160	ENGLISH COMPOSITION II	
MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
Prerequisites:		
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	
MKT 3310	PRINCIPLES OF MARKETING	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	
MKT 3200	BUSINESS COMMUNICATIONS	
Graduating seniors with a 2.5 GPA are given enrollment priority. Must be taken in the graduating semester.		

Required Speech Course

BSBA students are also required to complete a second 3-credit speech course (beyond Public Speaking Fundamentals) from the following list (all courses must be completed with a C (2.00) or better):

Code	Title	Credits
CMST 2120	ARGUMENTATION AND DEBATE	3
CMST 3130	SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS	3
CMST 3140	CONTEMPORARY PRESENTATIONS	3
CMST 3150	INTERCOLLEGIATE FORENSIC ACTIVITIES	3
CMST 3160	INTERCOLLEG FORENSIC ACTVTS	3
MKT 3100	PROFESSIONAL SELLING	3

Students must complete at least six hours of course work beyond the general education diversity requirement with a global perspective (i.e., history, political science, literature or geography of foreign countries, foreign languages, international business, etc.). Global courses include all university general education global diversity courses listed on the General Education website, plus the international business courses shown on the student's DegreeWorks website.

Students must complete MGMT 4480 their last semester. Students who have not completed FNBK 3250, MKT 3310, MKT 3200 and MGMT 3490 with a C (2.00) or better or who have a GPA below 2.50 will be administratively withdrawn from MGMT 4480. Preference is given to students who will graduate that semester.

The college reserves the right to institute and make effective, after due notice, during the course of a student's work toward a degree, any new ruling which may be necessary for the general good of the college, and to substitute courses currently offered for those no longer offered.

Each student admitted to the college is responsible for becoming familiar with the procedures and regulations in the undergraduate catalog.

Specific requirements for each CBA concentration are identified in the following section of this catalog.

Credits not required under general education requirements, the required business core curriculum, or a BSBA concentration can be taken as electives in business and/or in non-business areas to complete the required 120 hours for the BSBA degree.

Concentrations Offered

- Accounting Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/college-business-administration-accounting/#concentrationtext>)
- Banking and Financial Markets Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/banking-financial-markets/>)
- Business Analytics Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/business-analytics/>)
- Business Finance Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/business-finance/>)
- Economics Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/economics/>)
- Entrepreneurship Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/entrepreneurship/>)
- Human Resource Management Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/human-resource-management/>)
- International Business Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/international-business/>)
- Investment Science and Portfolio Management Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/investment-science-portfolio-management/>)
- Legal Studies Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/legal-studies/>)
- Logistics & Supply Chain Management Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/supply-chain-management/>)
- Management & Leadership Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/management/>)
- Marketing Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/marketing/>)
- Real Estate and Land Use Economics Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/real-estate-land-use-economics/>)
- Sales Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/college-business-administration-marketing/sales/>)

Program Certificate Offered

- UNO Real Estate Certificate (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/uno-real-estate-certificate/>)

Accounting

ACCT 2000 ACCOUNTING BASICS FOR NON-BUSINESS MAJORS (3 credits)

This course is designed to provide non-business students with an understanding of basic accounting terms and concepts, an understanding of the usefulness of accounting data for decision-making by internal and external business stakeholders, and the skills to actually use accounting data in decision-making.

Prerequisite(s): Student must be a non-business student. ENGL 1150 and MATH 1310 or MATH 1220 with 'C' (2.0) or better. Not open to non-degree graduate students

Distribution: Social Science General Education course

ACCT 2010 PRINCIPLES OF ACCOUNTING I (3 credits)

Basic concepts and assumptions underlying financial accounting; basic structure of accounting; the accounting cycle; external financial statements of the enterprise with emphasis on the corporation; income determination; accounting for and reporting of assets, liabilities and owners' equity; analysis and reporting of cash flows; financial statement analysis.

Prerequisite(s): ENGL 1150 with a 'C' (2.0) or better, a GPA of 2.5 or higher, and MATH 1370 or MATH 1930 with a 'C' (2.0) or better or concurrent enrollment in MATH 1370 or MATH 1930

ACCT 2020 PRINCIPLES OF ACCOUNTING II (3 credits)

A study of techniques and concepts affecting internal accounting in a business organization. These include budgeting in general, costing systems, variance analysis and generating reports for management decision-making. Special topics include segment reporting, control of decentralized operations, capital budgeting, and service department cost allocations.

Prerequisite(s): ACCT 2010, ENGL 1150, and MATH 1370 or MATH 1930, each with a C (2.0) or better, and a GPA of 2.5 or higher.

ACCT 3000 MANAGERIAL ACCOUNTING FOR SUPPLY CHAIN MANAGEMENT (3 credits)

This course highlights the important role of a managerial accountant in managing a global supply chain and covers the key accounting techniques for supply chain management. (Cross-listed with SCMT 3000)

Prerequisite(s): ACCT 2020 with a grade of C (2.0) or better or ACCT 2000 with a grade of C (2.0) or better and cumulative GPA of 2.5 or higher. ENGL 1160 with a grade of 'C' (2.0) or better or concurrent enrollment in ENGL 1160. Not open to non-degree graduate students.

ACCT 3020 BASIC FEDERAL INCOME TAXATION (3 credits)

This course provides an introduction to the basic concepts and principles of federal income tax with an emphasis on concepts unique to individual taxpayers.

Prerequisite(s): ACCT 2020, ENGL 1150, ECON 2200 and ECON 2220 with a 'C' (2.0) or better in each course. Cumulative GPA of at least 2.5.

ACCT 3030 INTERMEDIATE FINANCIAL ACCOUNTING I (3 credits)

A more intensive study of basic accounting theory and principles learned in ACCT 2010. Topics include a conceptual framework of accounting, net income concepts, financial statements, present value applications, revenue recognition, current assets, plant assets, and intangible assets.

Prerequisite(s): ACCT 2020, ECON 2200, and ECON 2220, with a grade of 'C' (2.0) or better in each course and a 2.5 GPA. ENGL 1160 with a grade of 'C' (2.0) or better or concurrent enrollment in ENGL 1160.

ACCT 3040 INTERMEDIATE FINANCIAL ACCOUNTING II (3 credits)

This is the second of two courses in intermediate financial accounting. This course focuses on financial reporting issues relating investments, debt financing, leases, contingencies, cash flows reporting and income taxes.

Prerequisite(s): ACCT 3030 and ENGL 1160, each with a 'C' (2.0) or better.

ACCT 3050 INTERMEDIATE MANAGERIAL ACCOUNTING (3 credits)

The objective of managerial accounting is to provide management with relevant and timely information to aid economic decision making. This course analyzes numerous economic decisions and identifies what information is relevant. Special attention is given to how different cost accumulation systems and different cost accounting and estimating techniques can aid the decision-making process.

Prerequisite(s): ACCT 2020, ECON 2200, ECON 2220, and BSAD 2130, BSAD 3140 or BSAD 3160, with a "C" (2.0) or better in each. Cumulative GPA of at least 2.5. ENGL 1160 with a grade of 'C' (2.0) or better or concurrent enrollment in ENGL 1160.

ACCT 3080 ACCOUNTING INFORMATION SYSTEMS (3 credits)

Introduction to professional accounting information systems, including information systems concepts, accounting and database software and research tools to provide a foundation for subsequent accounting courses.

Prerequisite(s): ACCT 2020, ECON 2200 and ECON 2220, with "C" (2.0) or better in each. Cumulative GPA of at least 2.5. ENGL 1160 with a grade of 'C' (2.0) or better or concurrent enrollment in ENGL 1160.

ACCT 4010 ADVANCED FINANCIAL ACCOUNTING (3 credits)

Specialized issues in financial accounting. Principal topics include business combinations and consolidated financial statements, partnership accounting, translation of foreign currency financial statements, accounting for foreign currency denominated transactions, and SEC reporting requirements. (Cross-listed with ACCT 8016)

Prerequisite(s): ACCT 3030 and ACCT 3040 with "C+" (2.33) or better in each and ENGL 1160 with "C" (2.0) or better. Cumulative GPA of at least 2.5. Cumulative upper-division Accounting GPA of at least 2.5. Not open to non-degree graduate students.

ACCT 4020 ANALYTICS FOR ACCOUNTING (3 credits)

Students develop an Analytics Mindset for the accounting profession, which includes the crossover competencies of accounting and business knowledge, data modeling and analytic abilities, and communication skills. Principal topics include fundamentals of data capture and cleansing, database development and implementation, visualization and presentation of information, and the use of accounting information for business decisions.

Prerequisite(s): ACCT 3030, ACCT 3080, and ENGL 1160 each with C (2.0) or better. Cumulative GPA of at least 2.5. Cumulative upper-division Accounting GPA of at least 2.5. Not open to non-degree graduate students.

ACCT 4040 ADVANCED FEDERAL INCOME TAXATION (3 credits)

Analysis of various advanced tax issues, such as accounting methods, property transactions, and formation, operation, and liquidation of C-corporations, S-corporations and partnerships. (Cross-listed with ACCT 8046.)

Prerequisite(s): ACCT 3020, ACCT 3030, and ENGL 1160, each with a "C" (2.0) or better. Cumulative GPA of at least 2.5. Cumulative upper-division Accounting GPA of at least 2.5. Not open to non-degree graduate students.

ACCT 4060 ADVANCED MANAGERIAL ACCOUNTING (3 credits)

Intensive study and discussion of the responsibilities of managerial accountants in the decision-making process in organizations and the consequences of the manner in which they use cost accounting information in decision-making. (Cross-listed with ACCT 8066.)

Prerequisite(s): ACCT 3050, ACCT 3030, and ENGL 1160, each with "C" (2.0) or better. Cumulative GPA of at least 2.5. Cumulative upper-division Accounting GPA of at least 2.5. Not open to non-degree graduate students.

ACCT 4070 GOVERNMENTAL/NONPROFIT ACCOUNTING AND AUDITING (3 credits)

Study of budgeting, accounting, financial reporting and auditing in governmental and nonprofit entities. (Cross-listed with ACCT 8076.)

Prerequisite(s): ACCT 3030 and ENGL 1160, each with a "C" (2.0) or better. Cumulative GPA of at least 2.5. Cumulative upper-division accounting GPA of at least 2.5. Not open to non-degree graduate students.

ACCT 4080 PRINCIPLES OF AUDITING (3 credits)

An introduction to auditing, Standards, responsibilities, professional ethics, the audit framework, evidence and reports are studied.

Prerequisite(s): ACCT 3030, ACCT 3080, ENGL 1160, and BSAD 2130 or BSAD 3160, with a "C" (2.0) or better in each. Cumulative GPA of at least 2.5. Cumulative upper-division Accounting GPA of at least 2.5.

ACCT 4090 INFORMATION SYSTEMS AUDITING (3 credits)

This course will provide an introduction of auditing an advanced accounting information system. Content studied will include professional standards, guidelines, and procedures promulgated by the Information Systems Audit and Control Association. Accounting information systems control and security practices, and their assessment, will be discussed in the areas of operations, physical and logical access, systems, networks, development and applications, and incorporating hands-on exposure to automated evaluation tools.

Prerequisite(s): ACCT 4080 with a grade of C (2.0) or better. Cumulative GPA of at least 2.5. Cumulative upper-division Accounting GPA of at least 2.5.

ACCT 4500 INDEPENDENT STUDY (1-3 credits)

Individual investigation of specific problems in the field of accounting.

Prerequisite(s): Must have permission of the School of Accounting director.

ACCT 4510 ACCOUNTING INTERNSHIP (1-3 credits)

A course for junior or senior accounting students to apply their academic accounting knowledge to accounting practice in an employment situation. A student report on the internship experience and an employer's evaluation of the student's performance are course requirements. Can be applied to free electives, but not accounting specialization electives. (Maximum of 3 hours)

Prerequisite(s): ACCT 3030 and ENGL 1160, each with a C (2.0) or better, and permission of internship coordinator.

ACCT 8016 ADVANCED FINANCIAL ACCOUNTING (3 credits)

Specialized issues in financial accounting. Principal topics include business combinations and consolidated financial statements, partnership accounting, translation of foreign currency financial statements, accounting for foreign currency denominated transactions, and SEC reporting requirements. (Cross-listed with ACCT 4010).

Prerequisite(s): Admission to MAcc or MBA program or permission of the Director of the MAcc program. ACCT 3030 and ACCT 3040 with a grade of "C+" (2.33) or better in each. Not open to non-degree graduate students.

ACCT 8046 ADVANCED FEDERAL INCOME TAXATION (3 credits)

Analysis of various advanced tax issues, such as accounting methods, property transactions, and formation, operation, and liquidation of C-corporations, S-corporations and partnerships. (Cross-listed with ACCT 4040).

Prerequisite(s): Admission to MAcc or MBA program or permission of the Director of the MAcc program. ACCT 3020 with a grade of "C" (2.0) or better. Not open to non-degree graduate students.

ACCT 8050 FINANCIAL STATEMENT ANALYSIS (3 credits)

Using the financial statement and supplemental information as inputs, this course utilizes a systematic fundamental analysis approach across a variety of decision-making contexts to understand how a business generates value for shareholders.

Prerequisite(s): Admission to MAcc or MBA program or permission of instructor. ACCT 3040 with a "C" (2.0) or better. Not open to non-degree graduate students.

ACCT 8066 ADVANCED MANAGERIAL ACCOUNTING (3 credits)

Intensive study and discussion of the responsibilities of managerial accountants in the decision-making process in organizations and the consequences of the manner in which they use cost accounting information in decision-making. (Cross-listed with ACCT 4060).

Prerequisite(s): Admission to MAcc or MBA program or permission of the Director of the MAcc program. ACCT 3050 with a grade of "C" (2.0) or better. Not open to non-degree graduate students.

ACCT 8076 GOVERNMENTAL/NONPROFIT ACCOUNTING AND AUDITING (3 credits)

Study of budgeting, accounting, financial reporting and auditing in governmental and nonprofit entities. (Cross-listed with ACCT 4070).

Prerequisite(s): Admission to MAcc or MBA program or permission of the Director of the MAcc program. ACCT 3030 with a grade of "C" (2.0) or better. Not open to non-degree graduate students.

ACCT 8080 CURRENT TECHNOLOGY USE IN ACCOUNTING (3 credits)

This course will cover tools and methods that facilitate business analytic techniques, with a focus on current and emerging technology. This may include tools for databases, spreadsheets, robotic process automation, data mining, artificial intelligence, and others.

Prerequisite(s): Admission to MAcc or MBA program or permission of instructor. Successful completion of BSAD 8110, ACCT 2020, or equivalent. Not open to non-degree graduate students.

ACCT 8090 INFORMATION SYSTEMS AUDITING (3 credits)

This course presents a broad overview of the professional practice of information systems audit, emphasizing control and audit procedures related to security along with Information Technology General Controls. Content studied will include professional standards, guidelines, and procedures promulgated by the Information Systems Audit and Control Association.

Prerequisite(s): ACCT 4080 with a grade of C (2.0) or better. Admission to MAcc or MBA program or permission of instructor. Not open to non-degree graduate students.

ACCT 8210 FINANCIAL ACCOUNTING THEORY (3 credits)

The development of accounting, current accounting theory and present controversies and suggested theory and practice.

Prerequisite(s): ACCT 3040. Not open to non-degree graduate students.

ACCT 8220 GRADUATE TOPICS IN INCOME TAXATION (3 credits)

This course will discuss commonly encountered tax issues such as gift and estate taxation, income taxation of estates and trusts, and exempt organizations, as well discuss current events while introducing the student to practitioner-oriented research publications.

Prerequisite(s): Admission to MAcc or MBA program or permission of instructor. ACCT 4040 or ACCT 8046 with a "C" (2.0) or better, or concurrent enrollment in ACCT 4040 or ACCT 8046. Not open to non-degree students.

ACCT 8230 MANAGEMENT ACCOUNTING ISSUES (3 credits)

An analysis of information to assist managers in determining successful strategies, developing those strategies into plans and controlling operating activities to achieve strategic goals.

Prerequisite(s): Admission to MAcc or MBA program or permission of instructor. ACCT 3050 or BSAD 8210 with a "C" (2.0) of better. Not open to non-degree graduate students.

ACCT 8250 SEMINAR IN ACCOUNTING (3 credits)

A study of a specific area within the accounting discipline. Possible areas include: auditing, financial, managerial, systems and tax. May be repeated, but no area can be taken more than once.

Prerequisite(s): Admission to MAcc or MBA programs or permission of instructor. Not open to non-degree students.

ACCT 8260 FEDERAL TAX RESEARCH AND PLANNING (3 credits)

This course is intended to provide students with a working knowledge of the primary and secondary tax resources used in practice to solve tax problems, as well as basic tax planning concepts.

Prerequisite(s): Admission to MAcc or MBA program or permission of instructor. ACCT 4040 or ACCT 8046 with a "C" (2.0) or better. Not open to non-degree students.

ACCT 8280 SEMINAR IN ACCOUNTING INFORMATION SYSTEMS (3 credits)

This course examines current topics in Accounting Information Systems (AIS), how AIS contributes to business effectiveness and ineffectiveness, and the interaction between AIS and human decision-makers.

Prerequisite(s): Admission to MAcc or MBA program or permission of instructor. Successful completion of BSAD 8110, ACCT 2020, or equivalent. Not open to non-degree graduate students.

ACCT 8290 ADVANCED FINANCIAL AUDITING (3 credits)

This course will provide students with an intense study of financial auditing in accordance with generally accepted auditing standards.

Prerequisite(s): Admission to MAcc or MBA program or permission of the Director of the MAcc program. ACCT 4080 with a grade of "C" (2.0) or better.

ACCT 8900 INDEPENDENT RESEARCH (1-3 credits)

This is an independent research course in which the student completes a focused project, typically individual research, under faculty supervision to supplement graduate study in a specific area within the Accounting discipline.

Prerequisite(s): Completed contract and permission needed from director of MACC program. Not open to non-degree graduate students.

ACCT 8910 SPECIAL TOPICS IN ACCOUNTING (3 credits)

A variable content course with accounting topics based on student and faculty interest. May be repeated to a maximum of six (6) hours.

Prerequisite(s): Admission to MAcc program and permission of instructor. Not open to non-degree graduate students.

Economics**ECON 1200 SURVEY OF ECONOMICS (3 credits)**

An introduction to fundamental economic analysis, applying economic concepts to both domestic and international problems and policies.

Prerequisite(s): Not available to students who have completed either ECON 2200 or 2220.

Distribution: Social Science General Education course

ECON 2200 PRINCIPLES OF ECONOMICS (MICRO) (3 credits)

An introduction to economic principles, decision making and policies affecting product and resource markets. Particular emphasis is on price, output and input decisions by individuals and firms under various market conditions. An introduction to the fundamentals of international trade.

Prerequisite(s): ENGL 1150 and MATH 1310 or MATH 1220 with 'C-' (1.67) or better, or permission of CBA advisor

Distribution: Social Science General Education course

ECON 2220 PRINCIPLES OF ECONOMICS (MACRO) (3 credits)

An introduction to economic principles, decision making and policies on national income and output, employment, growth, money, the price level and the international economy.

Prerequisite(s): MATH 1310 or MATH 1220 and ENGL 1150 with a C-minus (1.67) or better, or permission of CBA advisor

Distribution: Social Science General Education course

ECON 2400 PRINCIPLES OF ECONOMICS FOR EDUCATORS (3 credits)

This course teaches principles of microeconomics and macroeconomics to K-12 educators. After taking this course students will be able to use the economic way of thinking to study current economic issues. Students will be introduced to macroeconomic principles, decision-making and policies on national income and output, employment, growth, money, price level, and fundamentals of international issues. Students will study microeconomic issues including product and resource markets, and prices output and input decisions under various market conditions. Economic concepts will be aligned to K-12 state social studies standards. This course cannot be substituted for ECON 2200 and/or ECON 2220.

Prerequisite(s): MATH 1310 or MATH 1220, ENGL 1150. Not open to non-degree graduate students.

ECON 2600 SURVEY OF BEHAVIORAL ECONOMICS (3 credits)

This course examines the basic concepts behind behavioral economics and the application of behavioral economics across other fields of study. Students will be able to understand the basic variables influencing decision making, including framing and perception as well as the influence of social dynamics and psychological influences.

ECON 3130 ECONOMIC GEOGRAPHY (3 credits)

An introduction to the basic concepts and approaches in contemporary economic geography, stressing the importance of the spatial perspective for an understanding of how economic processes work at global, national, regional, and local scales. (Offered Fall) (Cross-listed with GEOG 3130).

Prerequisite(s): Majoring in Geography. Non-Geography majors: MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better.

ECON 3190 SPORTS ECONOMICS (3 credits)

Economics is frequently considered an abstract topic, with interesting results that are not easily applied in the real world. Through Sports Economics, however, students will explore the very real ways in which economics influences sporting competitions and the businesses surrounding them. Students will explore topics such as unionization in sports, discrimination, amateurism, monopoly power, game theory, and more in the context of sports, giving the student a deeper understanding of how these topics apply to real-world problems. After this course, students will understand how readily economics can be applied to businesses and problems in any industry or domain.

Prerequisite(s): ECON 2200 OR ECON 1200 OR ECON 2400 OR Instructor Approval. Not open to non-degree graduate students.

ECON 3200 ECONOMIC THEORY: MICRO (3 credits)

Analysis of individual, firm and industry behavior in product and factor markets. Provides a theoretical foundation for managerial and public policy decision-making.

Prerequisite(s): MATH 1310 or MATH 1220 and ECON 2200, each with a "C" (2.0) or better.

ECON 3220 ECONOMIC THEORY: MACRO (3 credits)

This course is designed to follow introductory economics, to examine the determination of output, employment, the price level, inflation, interest rates, and the exchange rate in the economy. Piece-by-piece, theoretical models will be constructed describing how each of these and other variables are determined in both, the long-run and in the short-run. We will analyze how changes in a particular event affect different markets in the economy, and in turn, how one market interacts with another within a general equilibrium framework. A large part of the course will be devoted to business cycle theory, macroeconomic policy issues, and open economy macroeconomics. The world economies are very much integrated, and thus, a full understanding of macroeconomics requires knowledge of international aspects of macroeconomics. The purpose of this course is to provide the student with an understanding of the connection between macroeconomic theory and related policy issues.

Prerequisite(s): Completion of ECON 2200 with a C or better AND ECON 2220 with a C or better

ECON 3290 ECONOMICS OF PUBLIC ISSUES (3 credits)

Economics is frequently considered an abstract topic, with interesting results that are not easily applied in the real world. Through Economics of Public Issues, however, students will explore the real ways in which economics can be used to understand, explain, and answer tough questions that affect everyone. Students will explore and define capitalism and key economic institutions required for economies to develop and prosper. We will examine markets and market failures that exist today. Classes will focus on the outcomes - intended and unintended - of various policies (local, national, and global). While specific issues are going to be covered in the course the intent is that students will learn the tools and strategy of thinking like an economist to guide them through future issues that will come up in their personal, professional, and civic lives.

Prerequisite(s): ECON 2200 OR Instructor Approval.

ECON 3300 INTRODUCTION TO ECONOMETRICS (3 credits)

An introduction to empirical research methods in economics. Subjects covered include estimations of the basic linear regression model, hypothesis testing, correlation coefficients, analysis of variance, multicollinearity, dummy variables, specification error, auto-correlation, heteroscedasticity and unconditional forecasting. Empirical illustrations are provided by reference to contemporary economic questions.

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200, ECON 2220, BSAD 2130 or BSAD 3160, each with a "C" (2.0) or better, or permission of instructor.

ECON 3310 SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS (3 credits)

Analytics requires data. Within an organization, this data is usually housed in databases. In this class, you will extract data from these systems using Structured Query Language (SQL), programmatically combine multiple datasets, and learn advanced programmatic data cleaning techniques, such as regular expression.

Prerequisite(s): ECON 2200 with a "C" or better

ECON 3320 INTRODUCTION TO ENVIRONMENTAL AND NATURAL RESOURCE ECONOMICS (3 credits)

This course explores the economic approach to environmental and natural resources. It introduces economic concepts and theory at a level accessible to non-economic majors but still challenging to economic majors. It then applies these to such topics as: air and water pollution, solid and hazardous waste management, renewable and nonrenewable natural resource use, and recycling.

Prerequisite(s): MATH 1310 or MATH 1220 and ECON 2200, each with a "C" (2.0) or better.

ECON 3550 PUBLIC FINANCE (3 credits)

This course explores the objectives and rationale of government activity in a market economy, including positive and normative analysis of public expenditures and taxes. Topics include Social Security, health insurance, education, food stamps, student aid, unemployment insurance, efficiency and incidence of major revenue sources, and tax reform proposals. (Cross-listed with FNBK 3550).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better.

ECON 3600 INTRODUCTION TO INTERNATIONAL ECONOMICS (3 credits)

An introduction to analyses of international trade and the international monetary system. Subjects covered include the economic basis for international specialization and trade, the effect of trade on income distribution, commercial policy, economic integration, the balance of payments, adjustment mechanism, exchange rate determination, external effects of monetary and fiscal policy and foreign investment.

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better.

ECON 4000 SPECIAL TOPICS IN ECONOMICS (3 credits)

This course will explore a specified topic in the field of economics.

Prerequisite(s): Varies by offering

ECON 4210 INDUSTRIAL ORGANIZATION (3 credits)

In this class we will examine why firms and industries behave the way that they do. We will explore why some industries face intense competition while others enjoy large profits, why some industries offer only bundles, and why some firms buy up their supply chain when others do not. This theoretical course will illuminate un-theoretical implications to your life and future business ventures. This course will use your economic knowledge, a bit of psychology (behavioral economics) and game theory to answer questions like "Why does everyone hate the cable company?" and "Why are CEOs given so many stock options?" (Cross-listed with ECON 8216).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 4240 LABOR ECONOMICS (3 credits)

The course will cover essential topics in Labor Economics including factors leading to equilibrium conditions in the labor market, human capital accumulation, discrimination in the workplace, compensation for undesirable work, mobility, unionization, and more. (Cross-listed with ECON 8246).

Prerequisite(s): ECON 3200

ECON 4300 QUANTITATIVE APPLICATIONS IN ECONOMICS AND BUSINESS (3 credits)

The study and application of modern quantitative techniques to problem-solving in economics and business. It is designed to help the student to translate verbal arguments in economics and business into their mathematical equivalents, to improve analytical skills, and to attain proficiency in marginal analysis, equilibrium analysis, static optimization, and comparative statics analysis. It covers topics such as exponential and logarithmic functions and their applications, linear algebra and its applications, derivatives and their applications, maximization of functions with one variable and multi variables, maximization with non negativity constraints, and integral calculus and its applications in economics and business. (Cross-listed with ECON 8306).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C"(2.0) or better, or permission of instructor.

ECON 4320 NATURAL RESOURCE ECONOMICS (3 credits)

This course introduces students to the economics and management of Earth's natural resources. We address questions such as: Are we running out of natural resources? Are we using resources in a sustainable fashion? What role do markets play in resource use? We will address issues related to fossil-based resources, minerals, fisheries, water, land, forests and other associated topics. The course covers the basic theoretical framework for understanding the optimal rate of resource use, identifies the factors that determine the actual rate of use, and considers and evaluates various public policy prescriptions. (Cross-listed with ECON 8326).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 4340 ECONOMICS OF TECHNOLOGY (3 credits)

Innovative dynamism is the economic system which brings us the new goods and processes that make life longer and better. We will examine how the system works, including: The role of the breakthrough inventor and the innovative entrepreneur; whether the system improves or hurts ethical behavior, culture, equality, and the environment; the costs to workers in terms of job loss, and the benefits to workers in terms of the creation of better jobs; how funding, regulatory, and patent policies affect innovative dynamism; and how innovative dynamism in medicine can result in more and faster cures for cancer and other diseases. (Cross-listed with ECON 8346).

Prerequisite(s): MATH 1310 or MATH 1220 and ECON 2200, each with a "C" (2.0) or better, or BSAD 8180, or permission of instructor.

ECON 4350 BUSINESS INTELLIGENCE AND REPORTING (3 credits)

The course will teach students to use state-of-the-art Business Intelligence (BI) software to generate reports and information from data. BI software is used to inform decision-making in industries from transportation to medicine, from marketing to government, and is facilitated by rapidly increasing access to data in all industries. Students will learn to employ best practices in visualization and verbal communication as they are trained to create valuable insights from data and convey those insights to stakeholders. Additionally, the course will aid students in preparing for certification in the use of state-of-the-art BI software. (Cross-listed with ECON 8316).

Prerequisite(s): BSAD 2130 (or equivalent) OR Instructor Approval

ECON 4450 DOMESTIC MONETARY THEORY AND POLICY (3 credits)

The course will introduce students to topics in money and banking, financial institutions, markets, financial instruments, and monetary theory in order to enhance financial decision making and enable students to effectively analyze economic news in media such as the Wall Street Journal, The New York Times, Business Week, Barrons, The Economist, and other related business publications. This knowledge will enable students to formulate their own views about the current economic environment, government policies, and responses to economic environments. (Cross-listed with ECON 8456).

Prerequisite(s): ECON 3220, or permission of instructor.

ECON 4500 SPECIAL PROBLEMS IN ECONOMICS (2-3 credits)

Individual investigation of specific problems in the field of economics under the supervision of a faculty member.

Prerequisite(s): Senior and permission of department chair.

ECON 4510 ECONOMIC INTERNSHIP (1-3 credits)

Students engage in part time employment in their area of concentration to gain relevant business experience and to practice the skills and concepts learned in the classroom. Supplemental reports and/or reading may be required (maximum 3 credit hours).

Prerequisite(s): Permission of internship coordinator; 'C' (2.0) or better in ECON 2200 and ECON 2220; 2.5 Cumulative GPA; junior or senior standing.

ECON 4570 ECONOMIC CONDITIONS ANALYSIS (3 credits)

This course teaches students how to conduct an economic analysis of, and produce an economic forecast for, a local economy such as a state, county, or metropolitan area. Students will learn where to find data, how to analyze that data, how to develop models with the data, and how to present the data in a clear, concise, and jargon-free manner. The final published report will be authored by the students registered in the course. All students will contribute equally to the final report. The instructor will ensure equal participation. (Cross-listed with ECON 8576).

Prerequisite(s): ECON 2200 and ECON 2220, or permission of the instructor

ECON 4610 INTERNATIONAL TRADE (3 credits)

An analysis of the character of international economic relations. Subjects covered include the economic basis for international specialization and trade, the economic gains from trade, commercial policy, economic integration and economic growth. (Cross-listed with ECON 8616).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 4620 INTERNATIONAL MONETARY THEORY (3 credits)

This course is designed to introduce students to topic areas in International Macroeconomics and International Finance. Students will examine the mechanisms of the foreign exchange market, and how exchange rates are determined in the short-run as well as in the long-run. Students will investigate the different exchange rate regimes around the world, including fixed exchange rates, floating exchange rates, crawling pegs, and other arrangements. Students will examine the European Union and ask whether such a system is economically viable. This is especially important in the current economic environment facing Europe. Students will also examine exchange rate crises over history, and examine how they all have common elements. (Cross-listed with ECON 8626).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 4660 INTERNATIONAL ECONOMIC DEVELOPMENT (3 credits)

This course introduces theories and application of economic development and growth, economic problems facing developing countries, analyzes domestic economic issues (e.g., per capita GDP, income distribution, population, unemployment, urbanization, education, fiscal policies, and financial policies), and international economic issues (e.g., trade, foreign investment, and foreign debt). Financial crises, debt crises, and economic recovery will be discussed. (Cross-listed with ECON 8666).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 4730 ECONOMICS OF ENTREPRENEURSHIP (3 credits)

This course will review economic theories of entrepreneurship with special emphasis on Schumpeter's theory of creative destruction. The main focus of the seminar will be on the "high-level" entrepreneurship that sometimes results in major innovations. This course will address the societal benefits of entrepreneurship, factors influencing entrepreneurial success, the policies that best encourage entrepreneurship, and how firms can survive and prosper in an entrepreneurial environment. (Cross-listed with ECON 8736, BSAD 8736).

Prerequisite(s): ECON 2200 or permission of the instructor for all students

ECON 4850 ECONOMICS OF URBAN AND REGIONAL DEVELOPMENT (3 credits)

This course will consider factors and trends in development at the global and national level but will focus primarily on economic development at the state, local, and regional levels in the United States. The focus of this course will be real world strategic planning for economic development. (Cross-listed with ECON 8856)

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 4990 SENIOR ASSESSMENT (0 credits)

This assessment tool is part of the Department's Student Outcomes effort. It is designed to monitor the Department's performance and to identify changes needed. Graduating seniors must register for and complete this course in the term in which they plan to graduate.

Prerequisite(s): Students must register for ECON 4990 in the term in which they plan to graduate. Not open to non-degree graduate students.

ECON 8010 SEMINAR IN PUBLIC FINANCE (3 credits)

This course is designed to develop the tools of applied welfare economics and to use these tools to evaluate the expenditure and tax decisions of governments. The structure, effects and reform of the U.S. individual and corporate income taxes, social security and healthcare system will be emphasized. Government debt and deficits will also be discussed.

Prerequisite(s): ECON 3200 or ECON 8210 or BSAD 8100 or permission

ECON 8020 ENVIRONMENTAL ECONOMICS AND MANAGEMENT (3 credits)

This course covers topics related to environmental economics and policy, with an emphasis on comparative policy analysis and business strategies towards the environment. (Cross-listed with BSAD 8020).

Prerequisite(s): ECON 2200 and ECON 2220 or BSAD 8180, or permission of the instructor. Not open to non-degree graduate students.

ECON 8050 ECONOMIC EDUCATION (3 credits)

A study and examination of economic principles and how they can be related to the teacher's classroom presentation. This course is designed to furnish the k-12 teacher with sufficient background and understanding to aid in the recognition of economic issues and the teaching of economic concepts and principles.

Prerequisite(s): No previous course work in economics. Not open to Economics majors.

ECON 8080 MONEY AND FINANCIAL INSTITUTIONS (3 credits)

This course examines the financial system (institutions, instruments, markets, practices, and public authorities), and the implementation of monetary policy that aims to maintain financial stability and support economic growth. The course discusses current events reported in the financial press and uses the analytic frameworks developed in class to analyze these issues. This course trains students to think systematically about the current state of the economy and use quantitative tools to analyze the interactions between monetary policy and the financial system.

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 8200 SEMINAR IN MICRO ECONOMIC THEORY (3 credits)

The course covers major topics in microeconomic theory. The major topics covered are the theory of consumer behavior, theory of production and cost, theory of the firm, pure exchange economy, general equilibrium, and welfare theory.

Prerequisite(s): ECON 3200, ECON 3220 and ECON 8306 or permission.

ECON 8210 APPLIED MANAGERIAL ECONOMICS (3 credits)

This is a course in empirical economic modeling techniques deployed by economists and other business consultants use in business and public policy applications. There are four main themes: 1) techniques used in demand analysis and economic forecasting, 2) techniques used in production and cost analysis, 3) supply chain and trade analysis, and 4) analysis and measurement of competitive interactions.

Prerequisite(s): ECON 2200 or equivalent, or permission of the instructor.

ECON 8216 INDUSTRIAL ORGANIZATION (3 credits)

In this class we will examine why firms and industries behave the way that they do. We will explore why some industries face intense competition while others enjoy large profits, why some industries offer only bundles, and why some firms buy up their supply chain when others do not. This theoretical course will illuminate un-theoretical implications to your life and future business ventures. This course will use your economic knowledge, a bit of psychology (behavioral economics) and game theory to answer questions like "Why does everyone hate the cable company?" and "Why are CEOs given so many stock options?" (Cross-listed with ECON 4210).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 8220 SEMINAR IN MACRO THEORY (3 credits)

This course traces the development of macroeconomic theory from the classical point of view to current schools of thought. Keynesian, neo-Keynesian and neo-classical models are developed.

Prerequisite(s): ECON 3200 or ECON 8210 or BSAD 8100, ECON 3220, and ECON 8306, or permission.

ECON 8230 BUSINESS CONDITIONS ANALYSIS (3 credits)

This course is concerned with the statistical measurement and evaluation of general business conditions, as well as the adaptation of business policies to changing business conditions. Emphasis is placed upon the practical application of statistical analysis techniques to business situations within the framework of the aggregate economy.

Prerequisite(s): ECON 2200 and ECON 2220.

ECON 8246 LABOR ECONOMICS (3 credits)

The course will cover essential topics in Labor Economics including factors leading to equilibrium conditions in the labor market, human capital accumulation, discrimination in the workplace, compensation for undesirable work, mobility, unionization, and more. (Cross-listed with ECON 4240).

Prerequisite(s): ECON 2200 OR BSAD 8150

ECON 8290 RESEARCH METHODS IN ECONOMICS AND BUSINESS (3 credits)

Covers the methodology of economics: choosing a research topic, literature search tools, data source identification, data summary techniques, basic statistical data analysis using statistical packages, and clear economics writing. The student will become familiar with these techniques through text materials, journal studies, and completion of an empirical economics paper.

Prerequisite(s): ECON 3200, ECON 3220, or equivalents, or permission of the instructor. Not open to non-degree graduate students.

ECON 8300 ECONOMETRICS (3 credits)

The study of the underlying assumptions, techniques and applications of single and multiple equation regression analysis in economics.

Prerequisite(s): Basic Statistics, ECON 8306/ECON 4300, or permission. Not open to non-degree graduate students.

ECON 8306 QUANTITATIVE APPLICATIONS IN ECONOMICS AND BUSINESS (3 credits)

The study and application of modern quantitative techniques to problem-solving in economics and business. It is designed to help the student to translate verbal arguments in economics and business into their mathematical equivalents, to improve analytical skills, and to attain proficiency in marginal analysis, equilibrium analysis, static optimization, and comparative statics analysis. It covers topics such as exponential and logarithmic functions and their applications, linear algebra and its applications, derivatives and their applications, maximization of functions with one variable and multi variables, maximization with non negativity constraints, and integral calculus and its applications in economics and business. (Cross-listed with ECON 4300).

Prerequisite(s): ECON 2200 and ECON 2220, or BSAD 8180.

ECON 8310 BUSINESS FORECASTING (3 credits)

The course will cover forecasting tools and applications applied to business settings. The first half of the course will cover traditional Econometric forecasting methods and the second half of the course will focus on predictive analytics models and machine learning. Time in the computer lab will be focused on teaching students how to implement the models discussed in lectures. (Cross-listed with BSAD 8080).

Prerequisite(s): ECON 8320 (or equivalent programming experience) or permission of instructor. Not open to non-degree graduate students.

ECON 8316 BUSINESS INTELLIGENCE AND REPORTING (3 credits)

The course will teach students to use state-of-the-art Business Intelligence (BI) software to generate reports and information from data. BI software is used to inform decision-making in industries from transportation to medicine, from marketing to government, and is facilitated by rapidly increasing access to data in all industries. Students will learn to employ best practices in visualization and verbal communication as they are trained to create valuable insights from data and convey those insights to stakeholders. Additionally, the course will aid students in preparing for certification in the use of state-of-the-art BI software. (Cross-listed with ECON 4350).

Prerequisite(s): BSAD 2130 (or equivalent) OR Instructor Approval

ECON 8320 TOOLS FOR DATA ANALYSIS (3 credits)

The course will cover basic principles of programming languages, as well as libraries useful in collecting, cleaning and analyzing data to answer research questions. The course will utilize basic Economic principles and Econometric methods as inspiration for assignments and projects throughout the duration of the course, and will do so in a way that is accessible to non-Economists. This course is intended to introduce the student to the Python programming language as a tool for conducting data analysis. While the course uses Python, the student should be able to move to other languages frequently used in data analysis using the principles taught in this course.

Prerequisite(s): BSAD 2130 or equivalent; or instructor approval.

ECON 8326 NATURAL RESOURCE ECONOMICS (3 credits)

This course introduces students to the economics and management of Earth's natural resources. We address questions such as: Are we running out of natural resources? Are we using resources in a sustainable fashion? What role do markets play in resource use? We will address issues related to fossil-based resources, minerals, fisheries, water, land, forests and other associated topics. The course covers the basic theoretical framework for understanding the optimal rate of resource use, identifies the factors that determine the actual rate of use, and considers and evaluates various public policy prescriptions. (Cross-listed with ECON 4320).

Prerequisite(s): ECON 2200 and ECON 2220, BSAD 8150 or permission of instructor.

ECON 8330 DATA ANALYSIS FROM SCRATCH (3 credits)

Econometrics is routinely taught as an application class using a 'black box' like Stata or SAS to perform calculations. This class takes a different approach. Using the Python programming language, we build all estimators from scratch. Additionally, we introduce numerous non-parametric and simulation techniques. This approach to econometrics results in a stronger understanding of statistical assumptions and methods, a better understanding of when a method is appropriate, and stronger programming techniques. Furthermore, a deeper understanding of the underlying mechanics provides the student the ability to program custom procedures not already built into popular software packages. As part of the course, students will work with a community partner to answer a real question with data; MBA students should consult with their advisor about this course satisfying the project-focused capstone requirement.

Prerequisite(s): A multivariate or regression analysis course such as ECON 8300, ISQA 9130 or STAT 8436, and a programming class such as ECON 8320 or equivalent programming experience; or instructor approval. Not open to non-degree graduate students.

ECON 8346 ECONOMICS OF TECHNOLOGY (3 credits)

Innovative dynamism is the economic system which brings us the new goods and processes that make life longer and better. We will examine how the system works, including: The role of the breakthrough inventor and the innovative entrepreneur; whether the system improves or hurts ethical behavior, culture, equality, and the environment; the costs to workers in terms of job loss, and the benefits to workers in terms of the creation of better jobs; how funding, regulatory, and patent policies affect innovative dynamism; and how innovative dynamism in medicine can result in more and faster cures for cancer and other diseases. (Cross-listed with ECON 4340).

Prerequisite(s): ECON 2200 or BSAD 8180 or permission of the instructor.

ECON 8456 DOMESTIC MONETARY THEORY AND POLICY (3 credits)

The course will introduce students to topics in money and banking, financial institutions, markets, financial instruments, and monetary theory in order to enhance financial decision making and enable students to effectively analyze economic news in media such as the Wall Street Journal, The New York Times, Business Week, Barrons, The Economist, and other related business publications. This knowledge will enable students to formulate their own views about the current economic environment, government policies, and responses to economic environments. (Cross-listed with ECON 4450).

ECON 8576 ECONOMIC CONDITIONS ANALYSIS (3 credits)

This course teaches students how to conduct an economic analysis of, and produce an economic forecast for, a local economy such as a state, county, or metropolitan area. Students will learn where to find data, how to analyze that data, how to develop models with the data, and how to present the data in a clear, concise, and jargon-free manner. The final published report will be authored by the students registered in the course. All students will contribute equally to the final report. The instructor will ensure equal participation. (Cross-listed with ECON 4570).

Prerequisite(s): ECON 2200 and ECON 2220, or Permission from the instructor

ECON 8616 INTERNATIONAL TRADE (3 credits)

An analysis of the character of international economic relations. Subjects covered include the economic basis for international specialization and trade, the economic gains from trade, commercial policy, economic integration and economic growth. (Cross-listed with ECON 4610).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, or BSAD 8180, or permission of instructor.

ECON 8626 INTERNATIONAL MONETARY THEORY (3 credits)

This course is designed to introduce students to topic areas in International Macroeconomics and International Finance. Students will examine the mechanisms of the foreign exchange market, and how exchange rates are determined in the short-run as well as in the long-run. Students will investigate the different exchange rate regimes around the world, including fixed exchange rates, floating exchange rates, crawling pegs, and other arrangements. Students will examine the European Union and ask whether such a system is economically viable. This is especially important in the current economic environment facing Europe. Students will also examine exchange rate crises over history, and examine how they all have common elements. (Cross-listed with ECON 4620).

Prerequisite(s): ECON 2200 and ECON 2220, or BSAD 8180, or permission of instructor.

ECON 8666 INTERNATIONAL ECONOMIC DEVELOPMENT (3 credits)

This course introduces theories and application of economic development and growth, economic problems facing developing countries, analyzes domestic economic issues (e.g., per capita GDP, income distribution, population, unemployment, urbanization, education, fiscal policies, and financial policies), and international economic issues (e.g., trade, foreign investment, and foreign debt). Financial crises, debt crises, and economic recovery will be discussed. (Cross-listed with ECON 4660).

Prerequisite(s): ECON 2200 and ECON 2220, or BSAD 8180, or permission of instructor.

ECON 8736 ECONOMICS OF ENTREPRENEURSHIP (3 credits)

This course will review economic theories of entrepreneurship with special emphasis on Schumpeter's theory of creative destruction. The main focus of the seminar will be on the "high-level" entrepreneurship that sometimes results in major innovations. This course will address the societal benefits of entrepreneurship, factors influencing entrepreneurial success, the policies that best encourage entrepreneurship, and how firms can survive and prosper in an entrepreneurial environment. (Cross-listed with ECON 4730, BSAD 8736.)

Prerequisite(s): ECON 2200 or permission of the instructor for all students.

ECON 8856 ECONOMICS OF URBAN AND REGIONAL DEVELOPMENT (3 credits)

This course will consider factors and trends in development at the global and national level but will focus primarily on economic development at the state, local, and regional levels in the United States. The focus of this course will be real world strategic planning for economic development. (Cross-listed with ECON 4850).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better, or permission of instructor.

ECON 8910 SPECIAL STUDIES IN ECONOMICS (3 credits)

This course will focus on issues or developments in a specific area of economics or business.

Prerequisite(s): Graduate student in good standing and as indicated for specific workshop or seminar.

ECON 8920 INDEPENDENT STUDY (1-3 credits)

Guided independent study and research.

Prerequisite(s): Graduate student in economics and permission of instructor.

ECON 8940 ECONOMIC INTERNSHIP (1-3 credits)

Guided internship in a firm or organization that makes use of, or extends, the student's skill in economics.

Prerequisite(s): Completion of at least nine hours of graduate level economics and permission of instructor.

ECON 8990 THESIS (1-6 credits)

An independent research project, written under the supervision of a graduate adviser in the department of economics. Approval of the topic and the completed project by departmental committee is required.

Prerequisite(s): Approval of the topic and the completed project by departmental committee is required.

Finance and Banking**FNBK 2280 PERSONAL FINANCE (3 credits)**

This course focuses strengthening the development of sound financial habits through knowledge and application of concepts and activities that enhance personal and family finance.

FNBK 2710 PRINCIPLES OF INSURANCE (3 credits)

This course is intended to introduce students to the basic concepts of risk and insurance. Special emphasis is placed on the insurance coverage needed by the consumer: life, health, homeowner and auto insurance. (Fall, Spring)

Prerequisite(s): Not open to non-degree graduate students.

FNBK 3000 FINANCIAL REPORTING AND ANALYSIS (3 credits)

Seeks to develop students' understanding of the origin and derivation of accounting data, and their skills in employing the data for the purpose of financial analysis, reporting and valuation.

Prerequisite(s): ACCT 2020 with 'C' (2.0) or better.

FNBK 3250 PRINCIPLES OF FINANCIAL MANAGEMENT (3 credits)

As an introduction to financial management, the course will cover a broad area of corporate finance and discuss topics including assessment of financial statement information, time value of money, bond and stock valuation, as well as capital budgeting.

Prerequisite(s): ACCT 2010, ECON 2200, ECON 2220, MATH 1320 or MATH 1370 or MATH 1930, BSAD 2130 or 3160, ENGL 1160/ENGL 1164 or concurrent enrollment in ENGL 1160/1164 each with "C" or better and 2.5 GPA.

FNBK 3300 INTERMEDIATE FINANCIAL MANAGEMENT (3 credits)

This course is intended to provide an intermediate level of understanding of financial analysis and decision making, as well as an understanding of the context within which these skills are used, through an in-depth exploration of the essential mathematical operations that underpin advanced finance courses. Critical thinking and computer literacy will be enhanced using MS Excel for spreadsheet calculations and model building.

Prerequisite(s): FNBK 3250 with a C+ or better and 2.5 overall GPA. Not open to non-degree graduate students.

FNBK 3330 ENTREPRENEURIAL FINANCE (3 credits)

This course focuses on venture capital formation and the financing of entrepreneurial ventures. The course is intended for students interested in entrepreneurship, venture capital markets, investment banking, and other careers related to new venture financing and/or deal structuring. The course applies basic financial theory to the unique environment of incubating and growing new ventures. (Cross-listed with ENTR 3330).

Prerequisite(s): FNBK 3250 with 'C' (2.0) or better.

FNBK 3400 INVESTMENT PRINCIPLES AND PRACTICES (3 credits)

A study of the market for investment securities, an introduction to the field of security analysis, and selection and management of a portfolio of securities. (Fall, Spring)

Prerequisite(s): FNBK 3300, GPA of 2.5 or better or approval of instructor.

FNBK 3500 FINANCIAL MARKETS (3 credits)

An overview of money and banking, monetary policy, and analysis of the operations of financial markets in a global context, as well as the evolving regulatory framework within which these markets operate.

Prerequisite(s): ECON 2200 and ECON 2220 and FNBK 3250 with 'C' or better, or approval of instructor.

FNBK 3550 PUBLIC FINANCE (3 credits)

This course explores the objectives and rationale of government activity in a market economy, including positive and normative analysis of public expenditures and taxes. Topics include Social Security, health insurance, education, food stamps, student aid, unemployment insurance, efficiency and incidence of major revenue sources, and tax reform proposals. (Cross-listed with ECON 3550).

Prerequisite(s): MATH 1310 or MATH 1220, ECON 2200 and ECON 2220, each with a "C" (2.0) or better.

FNBK 3650 COMMERCIAL BANK MANAGEMENT (3 credits)

This course focuses on the theory and practice of managing commercial banks. Topics covered include but are not limited to: Bank regulations, bank performance analysis, asset liability management, credit analysis and consumer loans. This course emphasizes the link between theory and practice through readings, guest lecturers from industry experts, and a comprehensive bank research project on a local bank of your choice. At the end of the course, students should have a good understanding of basic banking theories as well as banking practices, and current issues and challenges facing the banking industry.

Prerequisite(s): FNBK 3300, GPA of 2.5 or better or approval of instructor.

FNBK 3700 INTERNATIONAL FINANCIAL MANAGEMENT (3 credits)

This course focuses on the application of basic principles and techniques of international financial management to the decision-making process of the multinational firms. The course covers foreign exchange markets, management of foreign exchange risk, international working capital management, and foreign portfolio and direct investment. Factors bearing on international financing and investment decisions, such as political risk and international taxation issues will be also explored. (Fall, Spring, Summer).

Prerequisite(s): FNBK 3250 with 'C+' (2.3) or better, GPA of 2.5 or better or approval of instructor.

FNBK 4000 SPECIAL TOPICS IN FINANCE AND BANKING (1-5 credits)

The topics addressed in this finance and banking special topics course will vary but are typically an in-depth exploration of a specific topic in the field of finance and banking. Please contact the finance and banking department chairperson for the specific course offering.

FNBK 4150 ADVANCED FINANCIAL MANAGEMENT (3 credits)

This course aims to develop the student's ability to identify, analyze and solve integrative problems in management of business finance, including financial analysis, working capital management, capital budgeting decisions, long term financing, and leasing, through the use of prescribed readings, case studies and computer applications. (Fall, Spring).

Prerequisite(s): FNBK 3300, GPA of 2.5 or better, and senior standing. It is highly recommended that a student have an additional 6 hours of finance instruction beyond the introductory course prior to taking this class.

FNBK 4210 SELLING FINANCIAL SERVICES (3 credits)

Selling Financial Services concentrates on methods to effectively sell services and products in the financial services industry, including the banking, brokerage and insurance sectors. Targeting, initiating, and acquiring client relationships, expanding business opportunities, and maintaining long-term client relationships are the course's focal points. This integrative course is designed to provide students with a basic understanding of the selling profession and sales culture within the financial services industry. (Cross-listed with BSAD 8216, MKT 4210).

Prerequisite(s): MKT 3310 with a C+ or better grade and 2.5 GPA. Not open to non-degree graduate students.

FNBK 4470 BEHAVIORAL FINANCE & INVESTING (3 credits)

This course focuses on how actual investor behaviors and market behaviors differ from traditional theories of finance. This course will examine psychological biases, identify how such biases influence financial markets and settings, and explore methods that can be utilized to recognize and overcome such behavioral pitfalls. (Cross-listed with BSAD 8476).

Prerequisite(s): Junior or senior standing. Not open to non-degree graduate students.

FNBK 4500 SPECIAL PROBLEMS IN FINANCE AND BANKING (2-3 credits)

Individual investigation of specific problems in the fields of finance and banking. (Fall, Spring).

Prerequisite(s): Senior. Note: permission of department chair required prior to registration.

FNBK 4510 FINANCE AND BANKING INTERNSHIP (1-3 credits)

Students will engage in an applied experience in their area of specialization to gain relevant experience and to practice the skills and concepts learned in the classroom. Supplemental reports and/or reading may be required. Note: FNBK4510 may be taken for a maximum of 3 credits.

Prerequisite(s): Permission of internship coordinator; 'C+' or better in FNBK 3250; 2.5 cumulative gpa; junior or senior standing

FNBK 4570 INVESTMENT MANAGEMENT FOR FINANCIAL ANALYSTS (3 credits)

This course provides critical knowledge needed for students pursuing a career in investment management. The topic areas bridge academic theory, current industry practice, and ethical and professional standards and comprehensively address the areas assessed in the Chartered Financial Analyst examinations. (Cross-listed with BSAD 8576).

Prerequisite(s): Senior standing. Not open to non-degree graduate students.

FNBK 4590 RISK MANAGEMENT FOR BUSINESS MANAGERS (3 credits)

An analysis of risk management techniques for handling the risk exposures most businesses face, including insurance, self insurance, risk control and risk avoidance, among others. (Cross-listed with BSAD 8596).

Prerequisite(s): At least junior standing.

FNBK 4600 FINANCIAL RISK MANAGEMENT (3 credits)

The course provides students with an intermediate level analysis of financial derivatives, and the use of these instruments for managing risk in financial institutions. (Cross-listed with BSAD 8606).

Prerequisite(s): FNBK 3400 and FNBK 3500 both with a 'C' (2.0) or better, and senior or graduate standing.

FNBK 4610 PORTFOLIO MANAGEMENT (3 credits)

This course will focus on modern development in portfolio management including efficient markets, stock selection, and hedging procedures. The main objective of this course is to prepare students for the management of financial resources through the development of skills necessary to make prudent investment decisions.

Prerequisite(s): FNBK 3400 with a "C+" (2.33) or above, and a 2.5 GPA.

Law and Society**LAWS 2000 SPECIAL TOPICS IN LAW AND SOCIETY (3 credits)**

This special topics course will address specific topics which will vary by semester and is intended primarily for upper division business students who are pursuing a Legal Studies concentration.

LAWS 3000 INTRODUCTION TO LAW AND THE LEGAL PROFESSION (1 credit)

This course provides experiences and assignments designed to enhance understanding of the legal system, legal education, law school admissions processes, legal career opportunities, legal analysis, the legal profession, and the law school experience.

LAWS 3170 ETHICS IN BUSINESS (3 credits)

Application of ethical concepts and principles to moral issues in business including corporate responsibility, discrimination, advertising, competition, whistle-blowing, trade secrets, multinationals, environment, workers' rights, government regulation, investment, bribes, product liability, and consumerism.

Prerequisite(s): ECON 2200 and ECON 2220.

LAWS 3460 REAL ESTATE LAW (3 credits)

Upper-level survey course in real estate law, which examines estates in land, conveyances, leases, mortgages, easements, zoning, environmental law, contracts, taxes, foreclosures, landlord-tenant relations, agency, Fair Housing, and Nebraska License Law. (Cross-listed with RELU 3460)

Prerequisite(s): RELU 2410 or RELU 3410.

LAWS 3930 BUSINESS LAW FUNDAMENTALS (3 credits)

LAWS 3930 introduces students to the legal system governing business transactions. This course emphasizes constitutional law, the Common Law, and relevant statutory law. The legal topics covered include litigation and ADR, torts, contracts, Sale of Goods, insurance, international law, and regulation of business.

Prerequisite(s): ENGL 1160, CMST 1110, ECON 2200, & MGMT 3200 or MKT 3200 all with 'C'(2.0) or better, 2.5 GPA.

LAWS 3940 LEGAL AND ETHICAL APPLICATIONS (3 credits)

LAWS 3940 exposes students to business organization law and ethics. Emphasis is on business organizations (e.g., agency, partnerships, corporations), financial transactions (e.g., checks, liens, securities), and property (e.g., environment, intellectual). Ethics is a discrete subject area studied and its analytical tools are applied to all of these areas of law.

Prerequisite(s): LAWS 3930 and ACCT 2020 both with C+ (2.3) or better; 2.5 GPA

LAWS 4220 LEGAL ISSUES IN MANAGEMENT (3 credits)

This course provides an overview of the general nature of legal knowledge in human resources administration. The course is designed to alert students of the legal considerations when an employer-employee relationship is established. Discusses how human resource practices have been impacted by recent legal developments, anti-discrimination laws, affirmative action and labor relations.

Prerequisite(s): MGMT 3490 with a C+ or better, MGMT 3510 or MGMT 4030 with a C (2.0) or better, and a 2.5 GPA, or permission of instructor.

LAWS 4410 DIVERSITY, EQUITY, ACCESS AND INCLUSION SOLUTIONS FOR MINIMIZING RISK (3 credits)

This course provides students an opportunity to explore the various aspects of power, access, and equity as it relates to the business environment. Students will explore tensions through the range of dimensions in which diversity is manifested among business leaders, staff, and stakeholders (include anyone impacted by business decisions, such as: employees, contractors, suppliers, customers, and the community) through policies, systems, histories, structures, and legislation. Students will have the opportunity to learn differences that individuals bring to a business environment and how stakeholders can capitalize on those differences by creating long-term inclusive environments. (Cross-listed with BSAD 8416).

Prerequisite(s): Junior standing or permission from the instructor. Not open to non-degree graduate students.

LAWS 4500 SPECIAL PROBLEMS IN LAW AND SOCIETY (1-6 credits)

Individual investigation of specific problems in the field of business law. (Fall, Spring)

Prerequisite(s): Senior and permission of program chair.

LAWS 4510 LAW AND SOCIETY INTERNSHIP (1-3 credits)

Students engage in an applied experience in their concentration area to gain relevant industry experience and to practice the skills and concepts learned in the classroom. Student reports on the internship experience and an employer's evaluation of the student's performance are course requirements. LAWS 4510 may be taken for a maximum of 3 credits. (Fall, Spring, Summer)

Prerequisite(s): Permission of Department Internship Coordinator.

LAWS 4910 SEMINAR ON BUSINESS LAW (3 credits)

Contact the instructor since the content will vary from semester to semester, but will have a strong emphasis on current events. The course will focus on one aspect of relationship between government and business, and its related ethical and international law issues. A major student research project is included.

Prerequisite(s): LAWS 3930, ECON 2200, and ACCT 2020, or permission of department chair.

LAWS 4930 INTERNATIONAL BUSINESS LAW (3 credits)

This course is designed to inform students interested in international business transactions of the major legal principles governing international law, the major legal systems affecting the conduct of international business transactions, the domestic and foreign policies of the United States which affect business overseas, and foreign business inside American borders.

Prerequisite(s): LAWS 3930.

Management**MGMT 1200 INTRODUCTION TO MANAGEMENT (3 credits)**

This course will introduce foundational management concepts including management functions, leadership, planning, decision-making, quality improvement, ethics and careers in management.

MGMT 1500 INTRODUCTION TO BUSINESS (3 credits)

This course is for students who are interested in gaining foundational knowledge in many aspects of the business world including economics, finance, marketing, management, and accounting.

Distribution: Social Science General Education course

MGMT 3100 MANAGEMENT INFORMATION SYSTEMS (3 credits)

The course covers a broad spectrum of knowledge and techniques in MIS. It presents an overview of the issues and strategies in managing IT resources for organizational effectiveness. Covered topics include but are not limited to IT planning, network computing, functional information systems and their integration, electronic commerce, decision support systems, and data and knowledge management.

Prerequisite(s): ACCT 2020, MGMT 3200 or MKT 3200, and MGMT 3490, each with a 'C' (2.0) or better, and a 2.5 GPA. Not open to non-degree graduate students.

MGMT 3300 STRATEGYU: IDENTIFYING AND LEVERAGING YOUR DISTINCTIVE PROFESSIONAL CAPABILITIES (3 credits)

StrategyU is a course designed to merge strategic thinking with personal and professional growth. The goal of the course is to enable individuals to identify where they are personally and professionally, where they want to be in both areas in the future, and develop strategies for how to get there.

Prerequisite(s): MGMT 3490 with a C+ or better and a 2.5 GPA; or permission of instructor. Not open to non-degree graduate students.

MGMT 3410 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (3 credits)

Supply chain management is the design and management of business processes within and across organizational boundaries to meet the needs of the end customer. The overall goal of this course is to provide students with an understanding of present day issues and policies related to establishing a sustainable competitive advantage through efficient use of resources and collaboration with external business partners. Students will develop critical thinking skills focused on business process analysis and the use of key performance indicators. (Cross-listed with SCMT 3410, MKT 3410).

Prerequisite(s): Sophomore standing; GPA of 2.0 or better; or by permission of instructor. Not open to non-degree graduate students.

MGMT 3490 MANAGING PEOPLE AND ORGANIZATIONS (3 credits)

In this course, students will develop a clear understanding of management concepts, develop critical thinking skills in applying management concepts to real world problems and begin to develop the technical, interpersonal, communication, conceptual and decision-making skills that are important to success as a manager in modern organizations. Current management trends are emphasized.

Prerequisite(s): ENGL 1160 and MGMT 3200 or MKT 3200 each with a "C" (2.0) or above, and a 2.5 cumulative GPA.

MGMT 3600 BUSINESS ETHICS (3 credits)

Students will learn about the factors, opportunities and pressures that lead to ethical dilemmas, and will develop their understanding of foundations and processes that encourage and reward ethical decision making and behaviors. Lots of examples, sourced from case studies and current events will be provided. (Cross-listed with BSAD 3600, MKT 3600)

Prerequisite(s): Junior classification (minimum of 58 earned credit hours) with a minimum 2.5 cumulative GPA. Completion of MGMT 3200 or MKT 3200 with a minimum grade of 'C' (2.0). Not open to non-degree graduate students.

MGMT 3800 CROSS-SECTOR COLLABORATIVE LEADERSHIP (3 credits)

The goal of PA 3800/MGMT 3800 is to prepare students to serve as collaborative leaders of cross-sector initiatives. Specifically, this course will prepare students for success in working collaboratively across private, nonprofit and public sector organizations while also enhancing their overall development as a leader. Examples of successful and unsuccessful cross-sector collaborations will be explored along with discussions of theories related to cross-sector collaboration. (Cross-listed with PA 3800).

Prerequisite(s): Permission from instructor or MGMT 3490 with a grade of C or higher or enrollment in the cross-sector collaborative leadership minor.

MGMT 4000 SPECIAL TOPICS IN MANAGEMENT (3 credits)

This special topics course will address specific topics which will vary by semester and is intended primarily for upper division students who are pursuing a management, supply chain management, or human resources management concentration.

Prerequisite(s): Permission from the Department of Management chairperson.

MGMT 4010 TOTAL REWARDS (3 credits)

This course is a comprehensive review of the theory and practice of developing and implementing cost-effective employee compensation and benefit programs. The course is designed to enable future managers and human resource professionals to utilize effective strategies for managing the single largest controllable expense for organizations; employee pay and benefits. (Cross-listed with BSAD 8146).

Prerequisite(s): MGMT 3490 and MGMT 4030 with a C+ or better and a 2.5 GPA; or permission of instructor

MGMT 4030 HUMAN RESOURCE MANAGEMENT (3 credits)

This course is a comprehensive review of human resource management concepts and practices. The course is designed to educate future managers and leaders on the importance of utilizing effective human resource methods that comply with federal laws and provide the organization with high-quality talent that provides a competitive advantage. (Cross-listed with BSAD 8136).

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA; or permission of instructor.

MGMT 4040 MANAGING BEHAVIOR IN ORGANIZATIONS (3 credits)

In this course students will learn the knowledge and skills necessary to effectively manage and lead others. The discussion and application of topics such as leadership, motivation and attitudes will provide a theoretical grounding in these areas and the opportunity to practice applying these concepts to real-world problems.

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA; or permission of instructor. Not open to non-degree graduate students.

MGMT 4050 MANAGERIAL DECISION MAKING (3 credits)

This course will provide students with the opportunity to learn, understand, and apply techniques for effective individual and organizational problem solving. The students will interactively participate in generating, prioritizing and organizing their ideas in order to become better managerial decision-makers/problem solvers.

Prerequisite(s): MGMT 3490 with a C, or a 2.5 GPA, or permission of instructor

MGMT 4060 HEALTHCARE ANALYTICS FOR BUSINESS (3 credits)

This course will focus on the use of analytics to develop key performance indicators that integrate and evaluate clinical, administrative, and financial performance. Key concepts in this course will include information management, performance metrics, data visualization, and communication of results across the healthcare ecosystem. Specific topics will include health outcomes analysis, financial performance, developing an analytics strategy, data quality and governance, and the four stages of actionable intelligence. (Cross-listed with BSAD 8066, SCMT 4060).

Prerequisite(s): MGMT 3490 or SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

MGMT 4090 MANAGING COLLABORATIVE ENGAGEMENT (3 credits)

This course will provide students with the opportunity to develop knowledge and strategies for leading teams, enhancing collaboration, building consensus, problem solving in teams, facilitating group processes, and designing collaborative workspaces. (Cross-listed with BSAD 8096, ITIN 4090)

Prerequisite(s): Junior standing or permission of instructor.

MGMT 4100 MANAGING CHANGE AND INNOVATION (3 credits)

This course is designed to increase students' understanding and knowledge of how organizations are designed and structured in order to create value, obtain competitive advantage, and respond innovatively to changing environments.

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA; or permission of instructor.

MGMT 4110 STAFFING THE ORGANIZATION (3 credits)

This course is a comprehensive review of issues and techniques related to the acquisition of high-quality human resources for optimal organizational effectiveness. The course is designed to enable future managers and human resource professionals to utilize effective strategies for recruiting, selecting, placing, and integrating new employees into the organization's workforce. (Cross-listed with BSAD 8166).

Prerequisite(s): MGMT 3490 and MGMT 4030 with a C+ or better and a 2.5 GPA; or permission of instructor. Students are encouraged to take MGMT 4220 prior to taking this course.

MGMT 4120 TALENT DEVELOPMENT (3 credits)

This course is a comprehensive review of the theory and practice of developing and implementing cost-effective employee training and development programs to optimize human capital effectiveness in modern organizations. The course is designed to enable future managers and human resource professionals to utilize effective strategies for assessing employee training needs and developing appropriate solutions to maximize talent utilization. (Cross-listed with BSAD 8156).

Prerequisite(s): MGMT 3490 and MGMT 4030 with a C+ or better and a 2.5 GPA; or permission of instructor.

MGMT 4150 GLOBAL BUSINESS MANAGEMENT (3 credits)

The purpose of this course is to explore management theory and practice from an international or cross-cultural perspective to gain an appreciation for the complexities of managing in diverse cultural, political and economics environments. Specific emphasis is placed on studying the challenges of management and organization in multinational corporations.

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA, or permission of instructor.

MGMT 4220 EMPLOYMENT LAW (3 credits)

This course is a comprehensive review of the legal framework in human resource management practice. The course is designed to prepare future managers and human resource professionals for the myriad legal issues involved in the employer-employee relationship and what is required for effective compliance. (Spring)

Prerequisite(s): MGMT 3490 with a C+ or better, MGMT 3510 or MGMT 4030 with a C(2.0) or better, and a 2.5 GPA; or permission of instructor.

MGMT 4230 LEARNING TO LEAD (3 credits)

The course provides an introduction to applied leadership concepts and practices. Students are given a background into systematic decision-making processes, and then are introduced to cases of how actual leaders think and solve problems. Building on these foundational models, students learn how to perform problem solving requirements they will experience as managers. Finally, it concludes with a look at psychological biases and traps that may affect decision-makers.

Prerequisite(s): MGMT 3490 with a C or better, a minimum cumulative GPA of 2.5, or permission of instructor. Not open to non-degree graduate students.

MGMT 4330 PROJECT MANAGEMENT (3 credits)

This course will focus on the planning and execution of complex projects within an organization. Students will learn how to conduct stakeholder analysis, plan the scope of a project, develop a project budget, lead a project team, and define the steps necessary to bring a complex project to a successful conclusion. Students will recognize how the strategy, structure, and culture of an organization can be used to identify and prioritize complex projects. (Cross-listed with SCMT 4330, BSAD 8336)

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA; or permission of the instructor. Not open to non-degree graduate students.

MGMT 4440 MANAGEMENT OF QUALITY AND PROCESS IMPROVEMENT (3 credits)

Major topics in this course include TQM, process reengineering, process improvement, and tools and techniques to formulate, change and implement these concepts in organizations. Students can develop their knowledge and skills to apply these concepts in organizations through the applied orientation of this course. (Cross-listed with SCMT 4440).

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA; or permission of instructor.

MGMT 4450 MANAGERIAL NEGOTIATION STRATEGIES (3 credits)

This course introduces students to the theory and practice of negotiation. The ability to negotiate successfully rests on a combination of analytical and interpersonal skills. In this course we will develop a set of conceptual frameworks that should help students better analyze negotiations in general and prepare more effectively for future negotiations in which they may be involved. This course is designed to help students better understand the theories, processes, and practices of negotiation, as well as conflict resolution and relationship management so that students can be more effective negotiators in a wide variety of situations. (Cross-listed with SCMT 4450, BSAD 8456)

Prerequisite(s): MGMT 3490 with a grade of C or above, at least a cumulative GPA of 2.5, or permission of instructor.

MGMT 4480 CORPORATE AND BUSINESS STRATEGY (3 credits)

A comprehensive study of the analytical techniques and managerial tasks associated with developing, executing and monitoring a strategic course of action for medium to large firms. The interrelationships between the functional business areas will be stressed using a combination of contemporary readings, business cases, team projects or computerized situations.

Prerequisite(s): Must be a graduating senior, have a declared major in BSBA program, 2.5 cumulative GPA, MGMT 3200 or MKT 3200, MGMT 3490, MKT 3310, FNBK 3250 with a "C" (2.0) or better.

MGMT 4500 SPECIAL PROBLEMS IN MANAGEMENT (1-3 credits)

This is an independent study course in which the student completes a focused project in the field of management, human resource management, international business, supply chain management, or entrepreneurship under faculty supervision.

Prerequisite(s): MGMT 3490 C+ or better, 2.5 GPA; permission of program chair; junior/senior standing; must obtain agreement from a faculty member to supervise; submit completed Special Problems contract to MGMT Dept chairperson. Forms in CBA advising office.

MGMT 4510 MANAGEMENT INTERNSHIP (1-3 credits)

Students engage in part time employment in the management discipline to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to general management or a specialization within the domain (i.e. strategy, production/operations, project management, planning, organizing, leading, or controlling).

Prerequisite(s): MGMT 3490 with a C+ or better, a 2.5 GPA, and junior level standing; and permission of instructor.

MGMT 4520 HUMAN RESOURCES MANAGEMENT INTERNSHIP (1-3 credits)

Students engage in part time employment in the human resource management discipline to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to general human resource management or a specialization within the domain (i.e. staffing, training, employee relations).

Prerequisite(s): MGMT 4030 with a C+ or better, a 2.5 GPA, and junior level standing; and permission of instructor.

MGMT 4610 APPLIED LEADERSHIP FOR MANAGERS (3 credits)

The course provides an introduction to applied leadership concepts and practices by providing students with the knowledge and skills necessary to solve problems and make decisions as leaders.

Prerequisite(s): Completion of at least 30 credit hours and a minimum 3.3 GPA. Not open to non-degree graduate students.

MGMT 4690 EMERGING TECHNOLOGY AND INNOVATION (3 credits)

This course equips entrepreneurially-minded students with a more complete range and vision of the viability of various startup opportunities (with a specific focus on innovative technologies and innovative business models). Students will become familiarized with the new and emerging technologies and innovations that define modern industries and product categories, as well as the various shifts in the way cutting-edge business gets done, regardless of industry. (Cross-listed with ENTR 4690, BSAD 8696).

Prerequisite(s): Junior standing or higher; 2.75 minimum GPA; or permission of instructor

MGMT 4720 INNOVATION VENTURES (3 credits)

This team-based course provides students with the opportunity to practice the basic tools of business discovery and validation, both as an instrument for new venture formation and as a core capability for addressing challenges in competitive landscapes. As such, the course lies at the intersection of innovation, entrepreneurship and strategy. Students will develop practical experience by experimenting with and refining business ideas. (Cross-listed with BSAD 8726, ITIN 4720, ITIN 8256, ENTR 4720, MKT 4720).

Prerequisite(s): ENTR 3710 and junior standing or above or by instructor permission

MGMT 4960 CROSS-SECTOR COLLABORATIVE LEADERSHIP CAPSTONE (3 credits)

This is a capstone course that prepares students to be effective leaders in the 21st century. This course is the final leadership course in the Cross-Sector Collaborative Leadership minor. This minor requires a capstone project that encompasses the student's knowledge and training. It is designed to provide an applied service-learning opportunity for students. (Cross-listed with PA 4960).

Prerequisite(s): Must be completing Cross-Sector Collaborative Leadership Minor. Not open to non-degree graduate students.

MGMT 8116 STAFFING THE ORGANIZATION (3 credits)

This course is a comprehensive review of issues and techniques related to the acquisition of high-quality human resources for optimal organizational effectiveness. The course is designed to enable future managers and human resource professionals to utilize effective strategies for recruiting, selecting, placing, and integrating new employees into the organization's workforce. (Cross-listed with MGMT 4110).

Prerequisite(s): BSAD 8136 or permission of instructor.

Marketing

MKT 2210 SURVEY OF MARKETING (3 credits)

This course is designed for any student who has an interest in marketing and focuses on basic product and services marketing as well as digital and social media marketing.

MKT 3100 PROFESSIONAL SELLING (3 credits)

This course focuses on professional selling and relationship marketing principles and practices. A variety of personal and direct sales techniques, psychology, and application of personal communication theory will be applied. Role-plays and presentations will be utilized to help students learn and execute the sales process model.

Prerequisite(s): ENGL 1160 with 'C' (2.0) or better and GPA of 2.3 or better; or permission of instructor.

MKT 3200 BUSINESS COMMUNICATIONS (3 credits)

This course develops business communication skills such as selecting and using appropriate technologies for reaching intended audiences. Students will practice effective explanatory, narrative, persuasive, and investigative writing in the context of business communication.

Prerequisite(s): ENGL 1160 and CMST 1110, each with a grade of "C" (2.0) or better; 2.5 GPA.

Distribution: Writing in the Discipline Single Course

MKT 3310 PRINCIPLES OF MARKETING (3 credits)

An examination of marketing functions and the institutions which perform them, choice of criteria for marketing strategy decisions, marketing structural relationships, and the role of marketing in society.

Prerequisite(s): ECON 2200, MATH 1310 or MATH 1220, ENGL 1160, and MGMT 3200 or MKT 3200 all with 'C'(2.0) or better, and 2.5 GPA.

MKT 3320 CONSUMER BEHAVIOR (3 credits)

Consumers purchase, use, experience, and dispose of products and services as part of their consumption process. How and why consumers choose various brand options, form judgments about these brands, and decide which options to buy and/or re-buy are essential knowledge for marketing professionals. The course covers the psychological and social issues that guide consumption decisions. (Cross-listed with BSAD 8345).

Prerequisite(s): MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor.

MKT 3340 CHANNELS OF DISTRIBUTION (3 credits)

Channels management focuses on the associations of businesses and the performance of required functions making products and services available to end users when and where buyers demand them. Attention is paid to how intermediaries (e.g. wholesalers and retailers) interact and organize an efficient system to ensure that products and services are available in proper quantities and on time for consumers.

Prerequisite(s): MKT 3310 with 'C+' or better; and GPA of 2.5 or better; or permission of instructor.

MKT 3350 MARKETING SERVICE PRODUCTS (3 credits)

This elective explores how intangibility forces customers to evaluate service products differently, creating more challenges for marketers. The course is based on the premise that financial benefits reward services that provide value to customers, and develops strategies for creating value.

Prerequisite(s): MKT 3310 with a 'C+' or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 3360 DIGITAL MARKETING COMMUNICATIONS (3 credits)

This course is designed to familiarize students with digital marketing concepts and applications. It provides a detailed understanding of relevant digital channels and platforms that companies use as part of their marketing mix. The course is structured to guide students through paid, earned, and owned digital media as part of a comprehensive digital marketing communications strategy. The course employs a mixture of lecture, discussion, simulation games, and sponsored consulting projects with real-world companies.

Prerequisite(s): MKT 3310 with 'C+' or better and GPA of 2.5 or better; or permission of instructor.

MKT 3370 SOCIAL MEDIA MARKETING (3 credits)

This course is designed to familiarize students with social media marketing concepts and applications. It provides a detailed understanding of relevant social media channels and platforms that companies use as part of their marketing mix. Students will apply their knowledge from class by completing several in-class exercises as well as graded assignments. The course employs a mixture of lecture, discussion, simulation games, and sponsored consulting projects with real-world companies.

Prerequisite(s): Completion of MKT 3310 with a C+ or better.

MKT 3380 INTERNATIONAL MARKETING (3 credits)

A study of the processes, procedures, characteristics and environments for goods and services in foreign market places. Reference is drawn to the theories and concepts of domestic marketing to appraise their applicability to international markets. Considerable attention is given to the features of the foreign market environments which both facilitate the marketing processes, inhibit them, and require strategies and tactics of accommodation.

Prerequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better.

MKT 3390 GRAPHIC DESIGN FOR MARKETERS (3 credits)

The course provides a hands-on introduction to the concepts and tools used in graphic design to create marketing communications. Material and assignments will focus on how design supports marketing communication strategy. Students will learn the principles and vocabulary of design, how to critique graphic design, and how to create basic print materials. Students will learn and practice the skills necessary to communicate with graphic designers and advertising professionals in order to successfully implement marketing strategies.

Prerequisite(s): MKT 3310 with 'C+' or better; 2.5 GPA or better.

MKT 3400 MARKETING INNOVATION (3 credits)

Product, service, and process innovation are essential drivers of firm performance. However, firms face considerable and complex challenges when bringing innovative ideas to life. For example, what marketing research methods should we employ to uncover vital consumer insights? How do these insights influence the development and launch of new products and services? What differentiated value are we delivering to our consumers? How do we successfully bring this new product or service to market? How does a brand's purpose and personality influence consumers' perceptions, purchase decisions, adoption, and engagement? This course will cover key marketing principles involved in the development and launch of new and innovative products and services - from conception to commercialization. Furthermore, we will explore how new-age technologies impact each stage of the development and launch processes. (Cross-listed with BSAD 8345).

Prerequisite(s): MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor.

MKT 3410 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (3 credits)

Supply chain management is the design and management of business processes within and across organizational boundaries to meet the needs of the end customer. The overall goal of this course is to provide students with an understanding of present day issues and policies related to establishing a sustainable competitive advantage through efficient use of resources and collaboration with external business partners. Students will develop critical thinking skills focused on business process analysis and the use of key performance indicators. (Cross-listed with SCMT 3410, MGMT 3410).

Prerequisite(s): Sophomore standing; GPA of 2.0 or better; or by permission of instructor. Not open to non-degree graduate students.

MKT 3600 BUSINESS ETHICS (3 credits)

Students will learn about the factors, opportunities and pressures that lead to ethical dilemmas, and will develop their understanding of foundations and processes that encourage and reward ethical decision making and behaviors. Lots of examples, sourced from case studies and current events will be provided. (Cross-listed with BSAD 3600, MGMT 3600).

Prerequisite(s): Junior classification (minimum of 58 earned credit hours) with a minimum 2.5 cumulative GPA. Completion of MGMT 3200 or MKT 3200 with a minimum grade of 'C' (2.0). Not open to non-degree graduate students.

MKT 3610 BUSINESS TO BUSINESS MARKETING (3 credits)

This course examines the decisions involved in marketing goods and services to the industrial buyer as opposed to the consumer buyer. Buyer motivation, promotion decisions, channel decisions, product development and pricing policies involved in the marketing of industrial goods are considered.

Prerequisite(s): MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor

MKT 4000 SPECIAL TOPICS IN MARKETING (3 credits)

This special topics course will address specific topics which will vary by semester and is intended primarily for upper division students who are pursuing a marketing or sales concentration.

Prerequisite(s): MKT 3310 plus 6 hours of Marketing, all with 'C+' or better; GPA of 2.5 or better; or permission of instructor.

MKT 4200 CONSULTATIVE SELLING PRINCIPLES (3 credits)

The primary focus of the Consultative Selling Principles course is to develop the behaviors, methodologies, principles, and processes required to successfully lead and manage complex selling initiatives to a win-win close. The course examines and applies, through role playing and other activities, the critical relationship building, critical thinking, problem solving, listening and negotiating capabilities which are the foundation skills underlying consultative selling. (Cross-listed with BSAD 8206)

Prerequisite(s): MKT 3310 with 'C+' or better; MKT 3100 with C+ or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4210 SELLING FINANCIAL SERVICES (3 credits)

Selling Financial Services concentrates on methods to effectively sell services and products in the financial services industry, including the banking, brokerage and insurance sectors. Targeting, initiating, and acquiring client relationships, expanding business opportunities, and maintaining long-term client relationships are the course's focal points. This integrative course is designed to provide students with a basic understanding of the selling profession and sales culture within the financial services industry. (Cross-listed with BSAD 8216, FNBS 4210).

Prerequisite(s): MKT 3310 with a C+ or better grade and 2.5 GPA. Not open to non-degree graduate students.

MKT 4220 GLOBAL STRATEGIC ACCOUNT MANAGEMENT (3 credits)

Throughout this course, the management of strategic account programs at national, multi-country, and global levels will be addressed. The primary focus of the curriculum is on the critical success factors for driving revenue, sustainable long term-growth and profitability with a base of core strategic buyers. (Cross-listed with BSAD 8226)

Prerequisite(s): Senior or graduate student standing and permission of the instructor. Not open to non-degree graduate students.

MKT 4300 MARKETING MANAGEMENT (3 credits)

This case study course examines product, price, promotion and channel of distribution policies. Major emphasis is placed on analysis of marketing problems and the facets of making marketing decisions.

Prerequisite(s): MKT 3310 with grade of 'C+' or better plus 6 hours of marketing, all with 'C' (2.0) or better, senior standing; GPA of 2.5 or better; or permission of instructor.

MKT 4320 SALES MANAGEMENT (3 credits)

The student will be exposed to current research findings in sales management and to business cases and simulations where sales management theories and concepts will be applied. This course will prepare students to develop and implement specific compensation, motivation, and evaluation strategies for managing sales professionals across a wide variety of organizations. (Cross-listed with BSAD 8326).

Prerequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4340 MARKETING RESEARCH (3 credits)

Application of analytical tools to marketing problems including markets, products, distribution channels, sales efforts and advertising. Emphasis on planning, investigation, collection, interpretation of data and presentation of results.

Prerequisite(s): MKT 3310 with 'C+' or better; BSAD 2130 or BSAD 3140 or BSAD 3160 with 'C' (2.0) or better; GPA of 2.5 or better; or permission of instructor.

MKT 4360 E-MARKETING (3 credits)

This course focuses on utilizing the Internet as a marketing platform. Course content includes discussion of how the Internet is used by businesses for designing products, pricing, promotions, distribution, positioning, gathering information, and cultivating relationships with stakeholders. The discussion about the rise of social media, sharing economy, virtual reality devices, and other relevant trends will also be part of the course. (Cross-listed with BSAD 8366).

Prerequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4370 MARKETING ANALYTICS (3 credits)

This course focuses on the application of data analytics in marketing decision making (e.g., segmentation, sales forecasting, and resource allocation). Students will learn to apply statistics and econometrics to solve marketing problems. Key topics in this course include marketing data visualization, marketing metrics, descriptive and predictive analytics, and digital marketing analytics. This course takes a very hands-on approach with real-world databases and equips students with tools that can be used immediately on the job. (Cross-listed with BSAD 8396).

Prerequisite(s): MKT 3310 with 'C+' or better; BSAD 2130 or BSAD 3140 or BSAD 3160 with 'C' (2.0) or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4380 INDUSTRIAL PURCHASING AND LOGISTICS MANAGEMENT (3 credits)

This course will focus on the strategic procurement of products and services in order to gain a competitive advantage through integrated supply management. Students will learn about strategic supply management, contract negotiation, and supplier quality management. Students will develop an understanding of supplier performance management through the use of supply chain information systems. (Cross-listed with SCMT 4380, BSAD 8386.)

Prerequisite(s): SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

MKT 4420 BUSINESS DEMOGRAPHICS (3 credits)

The goal of this course is to develop a demographic perspective in order to assist in understanding the business environment and business policy. How population change impacts consumer markets and all of the functions (for example, accounting, finance and management) that must exist for these markets to perform. Includes a history of population change and policy as well as a view toward international population considerations. (Cross-listed with BSAD 8426).

Prerequisite(s): MKT 3310 with 'C+' or better; GPA 2.5 or better, Junior Standing; or permission of instructor. Not open to non-degree graduate students.

MKT 4500 SPECIAL PROBLEMS IN MARKETING (1-3 credits)

This course consists of an individual investigation of specific marketing topics under the supervision of a faculty member and could include readings, independent research, and a written research paper.

Prerequisite(s): Principles of Marketing (MKT 3310) with minimum C+ or permission of instructor.

MKT 4510 MARKETING INTERNSHIP (1-3 credits)

Students engage in part time employment in the marketing discipline to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to general marketing or a specialization within the domain (i.e. selling, social media, advertising, market research).

Prerequisite(s): MKT 3310 with a C+ or better, a 2.5 GPA, and junior level standing; and permission of instructor.

MKT 4540 SUPPLY CHAIN MANAGEMENT INTERNSHIP (1-3 credits)

Students engage in part-time employment in supply chain management to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to the field of supply chain management (i.e., purchasing, scheduling, supplier relations, materials management, or logistics). (Cross-listed with SCMT 4540)

Prerequisite(s): MKT-MGMT 3410 Sustainable Supply Chain Management and GPA of 2.5 or better; or by permission of the instructor. Not open to non-degree graduate students.

MKT 4720 INNOVATION VENTURES (3 credits)

This team-based course provides students with the opportunity to practice the basic tools of business discovery and validation, both as an instrument for new venture formation and as a core capability for addressing challenges in competitive landscapes. As such, the course lies at the intersection of innovation, entrepreneurship and strategy. Students will develop practical experience by experimenting with and refining business ideas. (Cross-listed with BSAD 8726, ITIN 4720, ITIN 8256, ENTR 4720, MGMT 4720).

Prerequisite(s): ENTR 3710 and junior standing or above or by instructor permission

MKT 4760 SELLING IN AN ENTREPRENEURIAL CONTEXT (3 credits)

Successful entrepreneurs are able to identify unmet needs in the marketplace and then design and sell products or services that fulfill those needs. Sales effectiveness is essential for entrepreneurs because they must be able to build sustainable sales pipelines that ensure profitable growth while simultaneously addressing other pressing issues including financing, staffing, and product development. This course will focus on consultative solution-based sales fundamentals that can be applied in an entrepreneurial selling environment. (Cross-listed with ENTR 4760, BSAD 8766)

Prerequisite(s): GPA 2.5 or better; MKT 3100 with a "C+" or better; MKT 3310 with a "C+" or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4800 HONORS STUDIES IN MARKETING (3 credits)

A comprehensive examination of marketing as it is practiced among firms representing different industrial sectors. Course objectives include individual inquiry, theoretical applications and limitations, and an increased academic understanding of the discipline of marketing. Only grades 'B' and above will be awarded. Students exhibiting performance below the 'B' level will receive an 'F' for the course. Admission to this course is by invitation only.

Prerequisite(s): Permission of instructor. Senior standing, 3.2 GPA or above, declared business college specialization in MKT or BFIN or MGMT or communications (journalism, PR or broadcasting). Not open to non-degree graduate students.

Real Estate and Land Use Economics**RELU 2410 REAL ESTATE PRINCIPLES AND PRACTICES (3 credits)**

An introductory survey of real estate principles and practices which introduces the terminology, concepts and basic practices in the fields of real estate law, real estate finance, real estate appraisal, real estate property taxation and miscellaneous topic areas. Note: Students cannot receive credit for both RELU 2410 and RELU 3410. (Fall, Spring)

RELU 2700 REAL PROPERTY RIGHTS AND OWNERSHIP: OVERCOMING BARRIERS (3 credits)

Real estate is ubiquitous and the ownership of property - and accompanying property rights - have shaped US history and enabled millions to build wealth. At the same time, property ownership has eluded many, especially those from underrepresented groups. This class will expose students to historical and current barriers to property ownership, assess efforts to address these disparities, explore remedies, and give students the practical tools they'll need to plan for, and eventually acquire, their first home or other real estate.

RELU 3410 REAL ESTATE PRINCIPLES AND PRACTICES (3 credits)

This is a survey course in real estate principles and practices, which is designed to familiarize students with industry terminology, current practices, and cover the following topics: Licensure, property rights, legal descriptions, real estate law and contracts, appraisal, financing, investments, Fair Housing, and related topic areas. This course provides foundational knowledge of the real estate field and will prepare students to successfully complete more advanced real estate coursework. NOTE: Students cannot receive credit for both RELU 2410 and RELU 3410. (Cross-listed with BSAD 8605).

RELU 3430 REAL ESTATE BROKERAGE AND SALES (3 credits)

Overview of real estate brokerage and sales principles, to include buying and selling, leasing, brokerage business operations, contracts, closings, legal requirements, Fair Housing, advertising, and career opportunities.

Prerequisite(s): RELU 2410 or RELU 3410.

RELU 3450 PROPERTY MANAGEMENT (3 credits)

This course focuses on commercial and residential property management concepts and their application to the operation, control, and oversight of real property. The course will study leasing, tenant selection and relations, maintenance, marketing, contract management, asset management principles, as well as Fair Housing Laws and the Americans With Disabilities Act as they pertain to property management. (Cross-listed with BSAD 8625).

Prerequisite(s): RELU 2410 or RELU 3410.

RELU 3460 REAL ESTATE LAW (3 credits)

Upper-level survey course in real estate law, which examines estates in land, conveyances, leases, mortgages, easements, zoning, environmental law, contracts, taxes, foreclosures, landlord-tenant relations, agency, Fair Housing, and Nebraska License Law. (Cross-listed with LAWS 3460)

Prerequisite(s): RELU 2410 or RELU 3410.

RELU 4390 REAL ESTATE INVESTMENTS (3 credits)

This course focuses on methods used to analyze existing and proposed commercial and residential real estate investments through dynamic programming models, and explores strategies to finance commercial real estate. The class ultimately prepares students to understand the risks and rewards associated with financing and investing in real estate. (Cross-listed with BSAD 8616).

Prerequisite(s): RELU 2410 or RELU 3410 or FNBK 3250

RELU 4400 RESIDENTIAL REAL ESTATE FINANCE (3 credits)

This course focuses on the methods of financing residential real estate through the examination of various mortgage instruments, mortgage lenders, and the risks associated with leveraging real property. Industry terminology, concepts, best practices, and financial calculations are also presented, as are the influences of governmental policies on the industry. (Fall)

Prerequisite(s): RELU 2410 or RELU 3410

RELU 4410 BASIC APPRAISAL PROCEDURES (3 credits)

Fundamentals of real estate valuation and appraising; factors affecting value; valuing land, valuing improvements and the valuation of special classes of residential property; appraisal practice, depreciation and obsolescence, appraising rules, the mathematics of appraising; an appraisal of a single family residence is required.

Prerequisite(s): RELU 2410 or RELU 3410 AND FNBK 3250 with a C or better

RELU 4420 INCOME PROPERTY APPRAISAL (3 credits)

Introduction to the theory and concepts of income capitalization approaches, methods and techniques to valuation of real estate income property. Characteristics of yield on investment real estate; future income projections; mortgage coefficients; purchase and leaseback reversions; Ellwood Tables; capitalization rates and investment yields; types of annuities; and condemnation appraisal. (Spring)

Prerequisite(s): RELU 2410 or RELU 3410; and FNBK 3250

RELU 4440 REAL ESTATE DEVELOPMENT (3 credits)

This course focuses on the procedures and complexities in developing and redeveloping various commercial property types and mixed-use real estate. Topics include an overview of the real estate development process, assembling a team, identifying project stakeholders, financial analysis, site selection, market analysis, and the regulatory environment. (Cross-listed with BSAD 8626).

Prerequisite(s): RELU 2410 or RELU 3410 with a grade of B or above, and a cumulative GPA of 3.0 or better, or permission of Real Estate Program Director.

RELU 4460 COMMERCIAL REAL ESTATE FINANCE (3 credits)

A foundation course in commercial real estate finance including legal, analytical, institutional and governmental aspects.

Prerequisite(s): RELU 2410 and FNBK 3250

RELU 4500 REAL ESTATE INDEPENDENT STUDY (1-3 credits)

Individual investigation of specific issues or problems in real estate.

Prerequisite(s): Permission of Real Estate Program Director.

RELU 4510 REAL ESTATE INTERNSHIP (1-3 credits)

Students will engage in an applied experience in their area of specialization to gain relevant industry experience and to practice the skills and concepts learned in the classroom. Student reports on the internship experience and an employer's evaluation of the student's performance are course requirements. RELU 4510 may be taken for a maximum of 3 credits. (Fall, Spring, Summer)

Prerequisite(s): Permission of Department Internship Coordinator.

Supply Chain Management

SCMT 3000 MANAGERIAL ACCOUNTING FOR SUPPLY CHAIN MANAGEMENT (3 credits)

This course highlights the important role of a managerial accountant in managing a global supply chain and covers the key accounting techniques for supply chain management. (Cross-listed with ACCT 3000)

Prerequisite(s): ACCT 2020 with a grade of C (2.0) or better or ACCT 2000 with a grade of C (2.0) or better and cumulative GPA of 2.5 or higher. ENGL 1160 with a grade of 'C' (2.0) or better or concurrent enrollment in ENGL 1160. Not open to non-degree graduate students.

SCMT 3410 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (3 credits)

Supply chain management is the design and management of business processes within and across organizational boundaries to meet the needs of the end customer. The overall goal of this course is to provide students with an understanding of present day issues and policies related to establishing a sustainable competitive advantage through efficient use of resources and collaboration with external business partners. Students will develop critical thinking skills focused on business process analysis and the use of key performance indicators. (Cross-listed with MGMT 3410, MKT 3410).

Prerequisite(s): Sophomore standing; GPA of 2.0 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 3500 MANAGING OPERATIONS IN THE SUPPLY CHAIN (3 credits)

The course is designed to introduce students to strategic decisions in manufacturing and service operations. Students will learn how operations integrate all other business processes for competitive advantage. The course covers current applications of quality concepts, business process reengineering, supply-chain management, lean systems, and ERP systems for business operations efficiency and effectiveness.

Prerequisite(s): BSAD 2130 or 3160, ENGL 1160/ENGL 1164 or concurrent enrollment in ENGL 1160/1164 each with "C" or better and 2.5 GPA

SCMT 4060 HEALTHCARE ANALYTICS FOR BUSINESS (3 credits)

This course will focus on the use of analytics to develop key performance indicators that integrate and evaluate clinical, administrative, and financial performance. Key concepts in this course will include information management, performance metrics, data visualization, and communication of results across the healthcare ecosystem. Specific topics will include health outcomes analysis, financial performance, developing an analytics strategy, data quality and governance, and the four stages of actionable intelligence. (Cross-listed with BSAD 8066, MGMT 4060).

Prerequisite(s): MGMT 3490 or SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 4070 INTERNATIONAL LOGISTICS MANAGEMENT (3 credits)

This course will focus on the logistics of international trade and how managers facilitate the flow of goods and services in import and export environments. Students will learn about infrastructure and business practices needed to manage international transportation, communications, services, and regulatory requirements. Students will develop an understanding of international terms of trade, transaction risk management, and location decisions for placement of warehouses and distribution centers. (Cross-listed with BSAD 8076).

Prerequisite(s): SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 4160 INTRODUCTION TO ENTERPRISE RESOURCE PLANNING (3 credits)

Introduction to Enterprise Resource Planning (ERP) is designed to expose students to the primary enterprise application that forms the information systems (IS) infrastructure for most large organizations today. The primary purpose of this course is for students to gain an understanding of the enterprise wide, cross-functional nature of ERP software. In the process of learning about ERP systems, the students develop "hands on" experience with the largest and most well-known ERP application, SAP. (Cross-listed with ISQA 4160, ISQA 8166)

Prerequisite(s): CIST 2100 or equivalent. Not open to non-degree graduate students.

SCMT 4170 EMERGING TRENDS IN SUPPLY CHAIN MANAGEMENT (3 credits)

This course will focus on megatrends influencing supply chain management and design in the 21st century. Key concepts in this course will include contemporary opportunities and challenges in creating customer value via the supply chain with a focus on globalization, sustainability, and risk management. Specific topics will include the influence of the empowered customer on supply chain design, global supply chain trends, and the need for integration of technology and talent to create a competitive advantage. (Cross-listed with BSAD 8176).

Prerequisite(s): SCMT 3410/MKT 3410/MGMT 3410 Sustainable Supply Chain Management; Cumulative GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 4330 PROJECT MANAGEMENT (3 credits)

This course will focus on the planning and execution of complex projects within an organization. Students will learn how to conduct stakeholder analysis, plan the scope of a project, develop a project budget, lead a project team, and define the steps necessary to bring a complex project to a successful conclusion. Students will recognize how the strategy, structure, and culture of an organization can be used to identify and prioritize complex projects. (Cross-listed with MGMT 4330, BSAD 8336)

Prerequisite(s): MGMT3490 with a C or better and a 2.5 GPA; or permission of the instructor. Not open to non-degree graduate students.

SCMT 4350 GLOBAL SOURCING AND INNOVATION (3 credits)

This course focuses on global suppliers as partners in the development and commercialization of new products. Students will learn about open innovation and the integration of internal and external business systems in new product innovation. Students will develop an understanding of regulatory policies related to information sharing and the intellectual property rights of buyers and suppliers. (Cross-listed with BSAD 8356).

Prerequisite(s): SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 4370 SUPPLY CHAIN ANALYTICS (3 credits)

This course focuses on integrating supply chain management through the use of key performance indicators. Key concepts in this course include data visualization, supplier performance metrics, service-dominant logic, and the supply chain for data. Specific topics include the influence of the empowered customer on supply chain metrics, using metrics to develop a competitive advantage, data-driven decision making, and the four stages of actionable intelligence. (Cross-listed with BSAD 8376).

Prerequisite(s): SCMT 3410 with a grade of C or above, at least a cumulative GPA of 2.5, or permission of instructor. Not open to non-degree graduate students.

SCMT 4380 INDUSTRIAL PURCHASING AND LOGISTICS MANAGEMENT (3 credits)

This course will focus on the strategic procurement of products and services in order to gain a competitive advantage through integrated supply management. Students will learn about strategic supply management, contract negotiation, and supplier quality management. Students will develop an understanding of supplier performance management through the use of supply chain information systems. (Cross-listed with MKT 4380, BSAD 8386)

Prerequisite(s): SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 4440 MANAGEMENT OF QUALITY AND PROCESS IMPROVEMENT (3 credits)

Major topics in this course include TQM, process reengineering, process improvement, and tools and techniques to formulate, change and implement these concepts in organizations. Students can develop their knowledge and skills to apply these concepts in organizations through the applied orientation of this course. (Cross-listed with MGMT 4440).

Prerequisite(s): MGMT 3490 with a C or better and a 2.5 GPA; or permission of instructor.

SCMT 4450 MANAGERIAL NEGOTIATION STRATEGIES (3 credits)

This course introduces students to the theory and practice of negotiation. The ability to negotiate successfully rests on a combination of analytical and interpersonal skills. In this course we will develop a set of conceptual frameworks that should help students better analyze negotiations in general and prepare more effectively for future negotiations in which they may be involved. This course is designed to help students better understand the theories, processes, and practices of negotiation, as well as conflict resolution and relationship management so that students can be more effective negotiators in a wide variety of situations. (Cross-listed with MGMT 4450, BSAD 8456)

Prerequisite(s): MGMT 3490 with a grade of C or above, at least a cumulative GPA of 2.5, or permission of instructor.

SCMT 4460 SUPPLY CHAIN INTEGRATION (3 credits)

This course will focus on the integration of internal and external systems designed to maximize the efficiency and effectiveness of supply chain networks developed by industrial organizations, government agencies, and not-for-profit organizations. Key concepts will include supply chain design, trends in technology, and cross-functional collaboration, coordination, and communication along the value chain. Specific topics will include the influence of empowered customers on supply chain integration, global supply chain trends, closed-loop supply chains, and the challenges and benefits of integrating technology and talent in the workplace. (Cross-listed with BSAD 8466).

Prerequisite(s): SCMT 3410/MKT 3410/MGMT 3410 Sustainable Supply Chain Management; Cumulative GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

SCMT 4540 SUPPLY CHAIN MANAGEMENT INTERNSHIP (1-3 credits)

Students engage in part-time employment in supply chain management to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to the field of supply chain management (i.e., purchasing, scheduling, supplier relations, materials management, or logistics). (Cross-listed with MKT 4540).

Prerequisite(s): SCMT 3410, GPA of 2.5 or better, AND permission of instructor. Not open to non-degree graduate students.