

Creighton University College of Business
Fact Sheet
2011-2012

Overview:

In 1920, the Creighton College of Commerce, Accounts and Finance was opened in direct response to the educational needs of World War I veterans. In 1956, the name was changed to the College of Business Administration. In 2009-2010, 989 students were enrolled in the college, including 684 undergraduates and 305 graduate students. The college has awarded nearly 10,000 degrees and is now called the College of Business.

Faculty:

- Anthony R. Hendrickson, Ph. D., serves as dean of the college.
- There are five endowed chairs in the College of Business. Those chairs and current chair holders include:
 - The Union Pacific Endowed Chair in Accounting, held by Jack Krogstad, Ph.D.
 - The John P. Begley Endowed Chair in Accounting, held by Tom Lewis, Ph.D.
 - The Robert B. Daugherty Endowed Chair in Managerial Ethics, held by Beverly Kracher, Ph.D..
 - The Jack A. MacAllister Endowed Chair in Regional Economics, held by Ernest P. Goss, Ph.D.
 - The Jack and John McGraw Chair in Information Technology Management, held by Ravinder Nath, Ph.D.
- Forty-four full-time faculty members provide instruction in accounting, economics, finance, business intelligence and analytics, management, social entrepreneurship and marketing.
- Faculty members have received Fulbright and other fellowships, including being named scholars-in-residence at the Securities and Exchange Commission and Congressional Budget Office.
- Creighton University's Finance Department was ranked 21st in the nation by *U.S News and World Report* for the 2010-2011 year.
- The college has the highest number of finance faculty who are Chartered Financial Analysts, according to the CFA Institute.
- Nearly 100 business professionals join Creighton students in the classroom as guest lecturers through the Real Returns program.

Students:

- Creighton business students come from 32 states; 60 percent come from outside of Nebraska.
- The college's 2011 freshman class boasts an average ACT score of 27; the average score nationwide is 21.
- Ranked in the top two percent of business schools in the world, the college is helping students meet their life goals. From Nike internships, to Ivy League graduate school placements and study abroad opportunities in developing countries, business is booming at Creighton!
- The college has been host to graduate fellows from western Asia through the Edmund S. Muskie Graduate Fellowship Program sponsored by the U.S. Department of State.
- The college offers 3,000 local and national internship opportunities annually.

Alumni:

- Placement rates at graduation are near 70 percent, well above the national average. In 2010, 94 percent of Creighton business graduates were employed within six months of graduation. In addition, 90 percent of graduating seniors had one or more internships during college. The salary average for the class of 2010 was \$44,000, which is very competitive with national salary data despite geographic placements primarily being in Midwest locations, where the cost of living is much lower and entry-level salaries for college students are lower than the national average.
- All accounting graduates from 2010 were employed or were accepted to graduate school immediately following graduation.

Curriculum:

- The College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. The Accounting Department is also accredited by the AACSB.
- The college offers a four-year undergraduate degree program, the Bachelor of Science in Business Administration (BSBA), and four graduate degree programs: Master of Business Administration (MBA); Master of Science in Information Technology Management (MSITM); the dual Master of Business Administration/MS-Information Technology Management; and the Master of Security Analysis and Portfolio Management (MSAPM).
- The college brings business and science together through its multi-disciplinary Bioscience and Entrepreneurship Program (BEP) which involves students of

business, law and medicine who gain hands-on experience in commercializing medical innovations. The newly launched Professional Science Master's program, known as the MBA for scientists, brings business acumen to the laboratory.

- The Creighton University College of Business is one of the few business schools in the country to offer a Master of Security Analysis and Portfolio Management degree.
- The Anna Tyler Waite Leadership Scholars Program is a four-year program that offers undergraduate students in the College of Business the opportunity to study and practice leadership in the college setting. The Master of Business Administration (MBA) program offers a concentration in leadership.
- The College of Business, in conjunction with the Graduate School, Werner Institute and Schools of Law and Pharmacy and Health Professions, offers combined master's degree programs in law, pharmacy, international relations and negotiation and dispute resolution.
- The College of Business has one of the world's first online Master of Securities and Portfolio Management (MSAPM) programs. The program is recognized by the Certified Financial Analysis (CFA) Institute as an educational partner for preparing students to take the CFA exam while earning a degree from an accredited university.
- The Creighton University College of Business offers a social entrepreneurship track as a major or a minor. The track is in addition to the entrepreneurship program. While it is rooted in business, it also embraces Creighton's Jesuit values.
- The College of Business offers a pre-health care program, one of only a few in the nation, for students who wish to pursue a business degree while completing requirements for admission to a health sciences professional program in medicine, dentistry, occupational or physical therapy.
- The College of Business offers a unique MD/MBA program that allows students to complete their MBA during their third year of medical school, without disrupting their medical careers.
- The college has a number of other innovative programs and centers:
 - **Greater Omaha Business Ethics Alliance** – A partnership of Omaha-based organizations, including the Omaha Chamber of Commerce and the Better Business Bureau, to promote ethical business practices.
 - **Community Assistance Teams (CAT)** – Teams of two to five undergraduate and graduate students that provide specific service to

organizations in the community. The College of Business has about 20 CAT teams per semester.

- o **Youth Leadership Omaha (YLO)** – An interactive leadership development program that informs, motivates and increases high school students’ awareness through issue-oriented seminars and interaction with community decision-makers. Anna Tyler Waite Leadership Scholars run this program in partnership with the AIM Institute.
- o **Dean’s Honor Roll for Social Responsibility** – More than 100 students are recognized each semester for performing a minimum of 24 hours of documented community service. Projects and activities vary widely.
- o **Entrepreneurship Center** – Anne York, Ph.D., directs this effort, which focuses on bioscience entrepreneurship, funded in part from a grant from the National Science Foundation.
- o **Family Business Institute** – Jerry Sherman, Ph.D., directs this effort in partnership with other Omaha organizations, to provide programming that addresses special issues faced by family-owned businesses.
- o **Creighton Business Symposium** – This event is led by Creighton’s Anna Tyler Waite scholars and is the second-largest student-run event in the nation. In 2008, the symposium attracted more than 700 Creighton students and business professionals from various disciplines who came to hear panel discussions and a keynote speech.
- o **Leadership Conversations** – This program, in partnership with Cox Business, brings world-class leaders to Creighton University for intimate conversations about leadership. These “conversations” are taped before a live audience by Cox and made available on the “On Demand” network.
- o **Mid-America Money** – This is a monthly video program hosted by Ernie Goss, Ph.D., that reviews his monthly Midwest Economic Survey which is conducted in 14 states. A special guest is featured each month to discuss current business issues. The program is currently distributed on Nebraska Public Television and the College of Business website.
- o **Portfolio Practicum**–In this course, students manage a multi-million-dollar portfolio, receiving hands-on experience. The course culminates in a trip to Wall Street to study the financial markets.
- o The college is taking the lead in e-commerce education, and the **Joe Ricketts Center in Electronic Commerce and Database Marketing** is at the heart of the school’s e-commerce initiatives.
- o **The Halo Institute** – This innovative business incubator prepares up to 20 new businesses each year for early stage investment by taking them through a seven-step “Halo Process.” Faculty and students have an opportunity to participate as mentors, consultants and as business owners.
- o **Dean’s Fellows Program** - The College of Business Dean’s Fellows Program provides a premier set of opportunities designed for a select group of students wishing to incorporate the business community into everyday student life. It provides students with unique opportunities and challenges to enhance their undergraduate experience in the College of Business, positioning them well for specialized internships and future job

placement.

- o **Center for Insurance and Risk Management** - CFIRM supports educational programming through the business school that aligns curriculum with requirements for professional designations in the financial industry. Undergraduate students, graduate students and executives can work towards completing their course work for the CLU® (Chartered Life Underwriter), ChFC (Chartered Financial Consultant), and academic requirements to sit for the **CFP® (Certified Financial Planner) exam** while also earning a degree or certificate. We are the first business school in the nation to have direct recognition of insurance and financial planning classes towards the CLU® and ChFC® professional designations through the American College, for our undergraduate finance program. We offer three different CFP® Board of Standards approved curriculum programs, and are one of less than 10 current universities to have a student chapter of the FPA (Financial Planning Association) on campus.
- o **Bioscience Entrepreneurship Program** - This program is a joint venture between the Creighton College of Business, the Health Sciences and the law school. It consists of a 12-month course of study, including a spring seminar on Bioscience Technology Commercialization, a fall seminar on Bioscience Entrepreneurship, and a summer internship at a local firm, bioscience business or technology transfer office. Students will work in interdisciplinary teams to research and put together plans for commercializing university research-based technologies.
- o **Executive Partner's Program** - Creighton University is pleased to introduce the new Executive Partners Program to support the graduate program in the College of Business. The Executive Partners Program (EPP) allows senior executives in Omaha to share their knowledge and experience with graduate business students.
- o **GMAT Prep Program** - Twice a year, the College of Business offers a free GMAT prep session for students who would like to review for the exam. Offered over two days, the session focuses on the quantitative and verbal aspects of the GMAT. The college offers helpful hints on test-taking, an opportunity to complete practice tests and a chance to ask questions from seasoned instructors about what to expect during the exam.