

PROGRAMS OF STUDY

COLLEGE OF BUSINESS ADMINISTRATION

The undergraduate program of the College of Business Administration is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International). This association is recognized by the National Commission on Accrediting as the highest official accrediting agency in collegiate education for business at the undergraduate and master's levels. Membership in the Association is open only to schools and colleges whose intellectual climate ensures the offering of programs of high academic quality and whose teaching and administrative staff possess the qualifications, experience, professional interests, and scholarly productivity essential for the successful conduct of a broad and liberal, rather than unduly specialized, baccalaureate curriculum in business administration.

CURRICULUM GOALS

The Creighton University College of Business Administration is a Catholic and Jesuit business school committed to excellence in its educational programs. As Catholic, we are dedicated to the pursuit of truth in all its forms and are guided by the living tradition of the Catholic Church. As Jesuit, we participate in the tradition of the Society of Jesus, which provides an integrating vision of the world that arises out of a knowledge and love of Jesus Christ. As a business school, we educate our students for business leadership in a dynamic, transformational and value centered learning environment. Members of the Creighton community are challenged to reflect on transcendent values, including their relationship with God, in an atmosphere of freedom of inquiry, belief and religious worship. Service to others, the importance of family life, the inalienable worth of each individual, and appreciation of ethnic and cultural diversity are core values of Creighton. From this tradition, we prepare students who:

- Apply knowledge, skills, and technologies** essential for business as a whole and in their chosen concentration.
- Integrate a broad and diverse liberal arts education** with their business education.
- Communicate effectively**, clearly, and persuasively through appropriate mediums.
- Think critically and creatively** about information, assumptions, and arguments in order to develop innovative solutions to business and societal problems.
- Apply sound and coherent ethical principles** to decision making in their personal and professional lives.
- Appreciate the responsibility of business to be an agent of change** in society for the common good.

REQUIREMENTS FOR GRADUATION

The University will confer the degree of Bachelor of Science in Business Administration (B.S.B.A.) on regular students who successfully complete all prescribed courses and fulfill the graduation requirements.

A candidate for a degree must have earned 128 semester hours of credit with a grade point average (GPA) of 2.00 or above for all courses attempted at this University, and a 2.00 average or above for all required courses in the field of concentration.

Normally, students must register for not less than 12 hours nor more than 18 hours in each semester. The privilege of carrying more than 18 hours is contingent upon the student's grade point average and requires special approval of the Dean.

Approval of the faculty advisor and the Dean is required for semester study programs, including electives to be counted toward graduation. College policy states that 48 hours must be completed at Creighton with a minimum of 32 hours of business coursework completed at Creighton. All Business Administration students must complete the course in Strategic Management (BUS 471) with a grade of "C" or better.

PROGRAMS OF STUDY

The four-year undergraduate program in business administration comprises two natural divisions, the first including the freshman and sophomore years, and the second the junior and senior years. The work of the first, or lower division, consists largely of required courses and has a two-fold purpose: to provide a broad cultural background, and to furnish necessary training in the fundamental principles of business and economics.

During the student's junior and senior years, provision is made for a group of required and elective courses intended to provide a familiarity with the basic areas of business administration. In addition, the following major fields of study are offered: Accounting, Economics, Finance, Management, Management Information Systems, Marketing, and International Business. In each field instructional emphasis is not directed toward the development of routine skills or to particular industries. Instead, every effort is made to stimulate students to think logically, to process and evaluate information, and to make sound decisions from the overall management point of view.

It is recommended that students select a field of concentration by the end of the second semester of their sophomore year or by the beginning of the first semester of their junior year. A major must be officially declared prior to the student's final semester. Some majors require departmental approval and have acceptance requirements that differ from general graduation requirements.

Students may earn multiple majors by satisfying the requirements for each as shown in the Bulletin. If a specific course satisfies the requirements of more than one major, that course may be counted toward fulfillment of each set of major requirements.

In addition to the basic fields of study, the College of Business Administration, in conjunction with the School of Law, offers a combined Business Administration-Law program—requiring a total of six years—which leads to both the B.S.B.A. with the Prelaw Business Major and the Juris Doctor degrees (see page 259).

Majors and Minors for Business Administration Students

Students in the College of Business Administration may complete an additional field of concentration or minor. Departments in the College of Arts and Sciences may, at their discretion, allow a student to complete a major. The second major is in addition to the B.S.B.A degree; students do not receive a B.A. or B.S. degree from the College of Arts and Sciences. Requirements of the field of concentration, major or minor are listed in each department's entry in the catalog. To apply for an additional field of concentration, major, or minor the student should contact the Dean's Office for appropriate advising and referral.

GENERAL BSBA CURRICULUM

The General Curriculum requirements, as stated in Categories I-VII below, apply to all College of Business Administration students and to all fields of concentration. A required course which is failed should be retaken the following semester. Unless indicated otherwise, each course is a three-hour course.

| Categories | Sem. Hours |
|---|----------------------|
| I. Foundation Knowledge and Skills | 19 or 20 credits |
| II. Theology, Philosophy, and Ethics | 15 credits |
| III. Domestic and International Environment of Business | 18 credits |
| IV. General Education Electives | 17-19 credits |
| V. General Business Requirements | 24 credits |
| VI. Field of Concentration | 18 or 21 credits |
| VII. Other Requirements and Electives | <u>11-17 credits</u> |
| Total | 128 credits |

GENERAL BSBA CURRICULUM

I. Foundation Knowledge and Skills (19 or 20 hours)

A. Communications:

| | | |
|----------|--|-----------|
| ENG 150 | Rhetoric and Composition | 3 credits |
| COM 152 | Principles of Communication Competence | 3 credits |
| COM 314* | Managerial Communication | 3 credits |

*Pre-Law/Business Students only may choose between COM 314 and ENG 251.

B. Mathematical Sciences:

| | | |
|---------|----------------------|-----------|
| BUS 229 | Statistical Analysis | 4 credits |
| MTH 201 | Applied Mathematics | 3 credits |

(One of the following:)

| | | |
|---------|------------------|-----------|
| MTH 141 | Applied Calculus | 3 credits |
| MTH 245 | Calculus I | 4 credits |

II. Theology, Philosophy, and Ethics (15 hours)

A. Theology:

| | | |
|---|--|-----------|
| THL 100 | Religious Inquiry: Christianity in Context | 3 credits |
| Theology (200 level scripture course, except 250) | | 3 credits |

B. Philosophy:

| | | |
|---------|---|-----------|
| PHL 107 | Critical and Historical Introduction to Philosophy | 3 credits |
| PHL 250 | Philosophical Foundations for Ethical Understanding | 3 credits |
| BUS 356 | Business Ethics | 3 credits |

III. Domestic and International Environment of Business (18 hours)

A. Domestic Environment

| | | |
|---------|-------------------------------|-----------|
| BUS 201 | Legal Environment of Business | 3 credits |
| ECO 205 | Introductory Macroeconomics | 3 credits |

C. Strategic Management

| | | |
|---------|----------------------|-----------|
| BUS 471 | Strategic Management | 3 credits |
|---------|----------------------|-----------|

B. International Environment

International Business

(One of the following:)

| | | |
|---------|------------------------------------|-----------|
| ACC 538 | International Accounting | 3 credits |
| ECO 518 | Comparative Economic Systems | 3 credits |
| ECO 528 | International Economic Development | 3 credits |
| ECO 538 | International Economics | 3 credits |
| FIN 558 | International Financial Management | 3 credits |
| MGT 373 | International Management | 3 credits |
| MKT 363 | Global Marketing | 3 credits |

International Culture—

(One of the following:)

- (1) any two modern language courses from the same region/study groups; one of these courses must be at the intermediate level
- (2) one international studies course and one course in a language native to that region; one of these courses must be at the intermediate level
- (3) two international studies courses selected from one of the following study groups; one of these courses must be at the intermediate level

International Culture Requirement for Non-English Speakers

Students who are fluent in language other than English are deemed to have met the international culture requirements under IIIB. Students must provide documentation to support a request for an exemption. Hours freed up must be used to take non-business courses. International Business majors must choose two international culture courses from one study group listed below, or two AMS courses with the approval of the International Business advisor.

African Studies (Native Language: French)

| | | |
|---------|--|-----------|
| AFS 106 | The African World | 3 credits |
| AFS 342 | Peoples and Cultures of Sub-Saharan Africa | 3 credits |
| AFS 347 | Peoples and Cultures of Africa and the Middle East | 3 credits |
| AFS 356 | Christianity in Africa | 3 credits |
| AFS 388 | Origins of Modern Africa | 3 credits |
| AFS 390 | Introduction to African Literature | 3 credits |
| AFS 398 | Literature of Francophone Africa | 3 credits |
| AFS 400 | Seminar in African Studies | 3 credits |
| AFS 484 | Nationalist Movements in Colonial Africa | 3 credits |
| AFS 485 | Society and Belief Systems in Africa | 3 credits |
| AFS 487 | History of West Africa | 3 credits |
| AFS 489 | Southern Africa: The Politics of Race | 3 credits |
| PLS 319 | Politics of the Developing Areas | 3 credits |
| PLS 435 | Global Poverty and Development | 3 credits |

Asian Studies (Native Language: Japanese, Chinese)

| | | |
|---------|--|-----------|
| HIS 103 | The Asian World | 3 credits |
| HIS 464 | Gender and Sexuality in East Asia | 3 credits |
| HIS 466 | Narratives of East Asian Tradition | 3 credits |
| HIS 467 | Modern China | 3 credits |
| HIS 468 | Modern Japan | 3 credits |
| HIS 593 | History of India: The Land of Bharata | 3 credits |
| PHL 353 | Introduction to Buddhism | 3 credits |
| PLS 315 | Politics of Asia | 3 credits |
| PLS 319 | Politics of the Developing Areas | 3 credits |
| PLS 342 | Foreign Policy and Diplomacy of Major Powers | 3 credits |
| PLS 435 | Global Poverty and Development | 3 credits |
| THL 359 | Living Religions of the World | 3 credits |

European Studies (Native Language: French, Spanish, Italian, German)

| | | |
|---------|---|-----------|
| ENG 330 | Introduction to Irish Literature -Must be taken in Ireland | 3 credits |
| ENG 430 | Studies in Irish Literature -Must be taken in Ireland | 3 credits |
| ENG 436 | Studies in Irish Lit. History & Culture -Must be taken in Ireland | 3 credits |
| HIS 415 | 20th Century Europe | 3 credits |
| HIS 417 | Europe Since 1919 | 3 credits |
| HIS 544 | History of Ireland | 3 credits |
| HIS 545 | Modern France | 3 credits |
| HIS 546 | Modern Germany | 3 credits |
| HIS 547 | Postwar Europe | 3 credits |
| PLS 301 | Western European Political Systems | 3 credits |
| PLS 305 | Eastern European Political Systems | 3 credits |
| PLS 401 | The European Union | 3 credits |
| PLS 430 | Ethics and Market Reforms | 3 credits |

Latin American Studies (Native Language: Spanish)

| | | |
|---------|--|-----------|
| ANT 346 | Peoples and Cultures of Latin America | 3 credits |
| HIS 104 | The Latin American World | 3 credits |
| HIS 371 | Mexico and the Mexican Revolution | 3 credits |
| HIS 375 | The United States and Latin America | 3 credits |
| HIS 474 | Heroes in Latin American History | 3 credits |
| HIS 577 | Cuba Under Castro | 3 credits |
| PLS 317 | Latin American Government and Politics | 3 credits |
| PLS 319 | Politics of the Developing Areas | 3 credits |
| PLS 435 | Global Poverty and Development | 3 credits |
| SOC 400 | Topical Seminar in Sociology | 3 credits |

Middle East Studies (*Native Language: Arabic*)

| | | |
|---------|---|-----------|
| ANT 347 | People and Cultures of Africa and the Middle East | 3 credits |
| HIS 107 | The Middle Eastern World | 3 credits |
| HIS 347 | The Arab-Israeli Conflict: Struggle for the Holy Land | 3 credits |
| HIS 348 | Muhammad and the Rise of Islam | 3 credits |
| HIS 478 | Jerusalem in History | 3 credits |
| HIS 566 | United States and the Middle East Since World War II | 3 credits |
| HIS 567 | Change and Revolution in the Modern Middle East | 3 credits |
| PLS 313 | Politics of the Middle East | 3 credits |
| PLS 319 | Politics of the Developing Areas | 3 credits |
| PLS 435 | Global Poverty and Development | 3 credits |
| THL 354 | Introduction to Judaism | 3 credits |
| THL 359 | Living Religions of the World | 3 credits |

Russian Studies (*Native Language: Russian*)

| | | |
|---------|--|-----------|
| HIS 535 | Modern Russian Cultural History | 3 credits |
| HIS 548 | Russian's Revolutions | 3 credits |
| PLS 303 | Politics of Russia and the USSR Successor States | 3 credits |
| PLS 342 | Foreign Policy and Diplomacy of Major Powers | 3 credits |

IV. General Education Electives (17-19 credits)

A. History Requirement

| | | |
|---------|----------------------|-----------|
| HIS 101 | Modern Western World | 3 credits |
|---------|----------------------|-----------|

B. World Literature Requirement

(One of the following:)

| | | |
|---------|---------------------|-----------|
| ENG 120 | World Literature I | 3 credits |
| ENG 121 | World Literature II | 3 credits |

C. Natural Science Requirement

(One of the following, 3-4 credits:)

| | | |
|------------|--|-----------|
| ATS 231 | Severe and Unusual Weather | 3 credits |
| BMS 301 | Biochemistry | 4 credits |
| BIO 141 | Charles Darwin: Life and Impact | 3 credits |
| BIO 149 | Human Biology | 3 credits |
| BIO 211 | General Biology: Molecular and Cellular | 4 credits |
| BIO 212 | General Biology: Organismal and Population | 4 credits |
| CHM 105 | Introductory Chemistry | 3 credits |
| CHM 203 | General Chemistry I | 3 credits |
| <i>And</i> | | |
| CHM 204 | General Chemistry I Laboratory | 1 credit |
| EVS 113 | Introduction to Atmospheric Sciences | 3 credits |
| <i>And</i> | | |
| EVS 114 | Introduction to Atmospheric Sciences Lab | 1 credits |
| PHY 107 | Introductory Astronomy | 3 credits |
| <i>And</i> | | |
| PHY 108 | Astronomy Laboratory | 1 credit |
| PHY 127 | Sound and Music | 3 credits |
| <i>And</i> | | |
| PHY 188 | Physics in the Everyday World | 1 credit |
| PHY 137 | Light and Color | 3 credits |
| <i>And</i> | | |
| PHY 188 | Physics in the Everyday World | 1 credit |
| PHY 147 | Einstein and Modern Physics | 3 credits |
| <i>And</i> | | |
| PHY 188 | Physics in the Everyday World | 1 credit |
| PHY 187 | Introduction to Physics | 3 credits |
| <i>And</i> | | |
| PHY 188 | Physics in the Everyday World | 1 credit |
| PHY 211 | General Physics I | 4 credits |

D. Psychology Requirement
 PSY 111 Introductory Psychology 3 credits

E. Social Science Requirement

(One of the following:)

ANT/NAS 101 Introduction to Native American Studies 3 credits
 ANT 111 Human Variation 3 credits
 PLS 101 Politics and the Human Condition 3 credits
 PLS 105 Introduction to World Politics 3 credits
 PLS 121 American Government and Politics 3 credits
 PLS 215 Comparative Political Systems 3 credits
 SOC 101 Introduction to Sociology: Self and Society 3 credits

F. Humanities Requirement

(Any 3 credit course from ARH, ART, DAN, MUS, or THR) 3 credits

V. General Business Requirements (24 credits)

ACC 201 Introduction to Financial Accounting 3 credits
 ACC 202 Introduction to Managerial Accounting 3 credits
 ECO 203 Introductory Microeconomics 3 credits
 BIA 253 Management Information Systems 3 credits
 FIN 301 Managerial Finance 3 credits
 MGT 301 Managerial Process and Org. Behavior 3 credits
 MKT 319 Principles of Marketing 3 credits
 MGT 385 Production and Operations Management 3 credits

VI. Field of Concentration (18 or 21 credits)

VII. Freshman Requirements and Other Electives (11-17 credits)

A. RSP 103 Ratio Studiorum Program 1 credit
 B. Business Electives (3, 6 or 9 hours, depending on major and other courses selected)
 C. Non-restricted Electives (7-10 hours, depending on major and other courses selected)

NOTE: The three credit International Business course may count in the field of concentration if approved for the area of concentration. Students using the International Business course in their field of concentration will need three more hours in their VII B., Business Electives.

BSBA PRE-HEALTH SCIENCES CURRICULUM

I. Foundation Knowledge and Skills (17 hours)

A. Communications:

ENG 150 Rhetoric and Composition 3 credits
 COM 152 Principles of Communication Competence 3 credits

B. Mathematical Sciences:

MTH 201 Applied Mathematics 3 credits
 MTH 245 Calculus I 4 credits
 BUS 229 Statistical Analysis 4 credits

II. Theology, Philosophy, and Ethics (15 hours)

A. Theology:

THL 100 Religious Inquiry: Christianity in Context 3 credits
 Theology (200 level scripture course, except 250) 3 credits

B. Philosophy:

PHL 107 Critical and Historical Introduction to Philosophy 3 credits
 PHL 250 Philosophical Foundations for Ethical Understanding 3 credits
 BUS 356 Business Ethics 3 credits

III. Domestic and International Environment of Business (12 hours)

A. Domestic Environment

| | | |
|---------|-------------------------------|-----------|
| BUS 201 | Legal Environment of Business | 3 credits |
| ECO 205 | Introductory Macroeconomics | 3 credits |

B. International Environment

International Business

(One of the following:)

| | | |
|---------|------------------------------------|-----------|
| ACC 538 | International Accounting | 3 credits |
| ECO 518 | Comparative Economic Systems | 3 credits |
| ECO 528 | International Economic Development | 3 credits |
| ECO 538 | International Economics | 3 credits |
| FIN 558 | International Financial Management | 3 credits |
| MGT 373 | International Management | 3 credits |
| MKT 363 | Global Marketing | 3 credits |

C. Strategic Management

| | | |
|---------|----------------------|-----------|
| BUS 471 | Strategic Management | 3 credits |
|---------|----------------------|-----------|

IV. General Education Electives (9 credits)

A. History Requirement

| | | |
|---------|----------------------|-----------|
| HIS 101 | Modern Western World | 3 credits |
|---------|----------------------|-----------|

B. World Literature Requirement

(One of the following:)

| | | |
|---------|---------------------|-----------|
| ENG 120 | World Literature I | 3 credits |
| ENG 121 | World Literature II | 3 credits |

C. Psychology Requirement

| | | |
|---------|-------------------------|-----------|
| PSY 111 | Introductory Psychology | 3 credits |
|---------|-------------------------|-----------|

V. General Business Requirements (24 credits)

| | | |
|---------|---------------------------------------|-----------|
| ACC 201 | Introduction to Financial Accounting | 3 credits |
| ACC 202 | Introduction to Managerial Accounting | 3 credits |
| ECO 203 | Introductory Microeconomics | 3 credits |
| BIA 253 | Management Information Systems | 3 credits |
| FIN 301 | Managerial Finance | 3 credits |
| MGT 301 | Managerial Process and Org. Behavior | 3 credits |
| MKT 319 | Principles of Marketing | 3 credits |
| MGT 385 | Production and Operations Management | 3 credits |

VI. Field of Concentration (Major) (18 or 21 credits)

VII. Pre-Health Science and Other Requirements (33 credits)

A. Pre-Health Science Requirements

| | | |
|-------------|--|-----------|
| BIO 211 | General Biology: Molecular and Cellular | 4 credits |
| BIO 212 | General Biology: Organismal and Population | 4 credits |
| CHM 203/204 | General Chemistry I and Lab | 4 credits |
| CHM 205/206 | General Chemistry II and Lab | 4 credits |
| CHM 321/322 | Organic Chemistry I and Lab | 4 credits |
| CHM 323/324 | Organic Chemistry II and Lab | 4 credits |
| PHY 211 | General Physics I | 4 credits |
| PHY 212 | General Physics II | 4 credits |

B. Freshman Requirement

| | | |
|---------|-------------------------|----------|
| RSP 103 | Ratio Studiorum Program | 1 credit |
|---------|-------------------------|----------|

NOTE: The three credit International Business course may count in the field of concentration if approved for the area of concentration. Students using the International Business course in their field of concentration will need three more hours in their VII B., Business Electives.

ENCUENTRO DOMINICANO

The College of Business Administration participates in the Encuentro Dominicano Program. Generally, one of the College's faculty members participates each semester. Interested students should contact the Associate Dean for Undergraduate Programs. For more about the Encuentro Dominicano Program, please refer to page 147.

TYPICAL FOUR-YEAR DEGREE PROGRAM IN BUSINESS ADMINISTRATION

Outlined on this is a sample of a program that a typical student will follow during the freshman and sophomore years. The program for the junior and senior years will depend on the field of concentration selected.

The College of Business Administration Dean's Office has available four-year plans of study handouts for all Business Administration fields of concentration. Junior and senior year course planning requires an understanding of degree requirements and attention to the Schedule of Courses and Bulletin.

Academic advising is performed by faculty members and department chairs in the College of Business Administration. Faculty advisors are assigned to freshmen and then students are re-assigned to advisors within the respective discipline when a major field of concentration has been declared. Advisors serve as facilitators of communication, assist students in career planning, and perform academic progress reviews. Frequent advisor contact will help ensure students have current academic information and are making adequate progress toward educational goals.

FRESHMAN YEAR

| <i>Fall Semester</i> | <i>Sem. Hrs.</i> | <i>Spring Semester</i> | <i>Sem. Hrs.</i> |
|----------------------------------|------------------|--|------------------|
| ENG 150 Rhetoric and Composition | 3 | ACC 201 Intro to Financial Accounting | 3 |
| RSP 103 Ratio Studiorum Program | 1 | PHL 107 Critical and Historical Intro to Philosophy | 3 |
| HIS 101 Modern Western World | 3 | PSY 111 Introductory Psychology | 3 |
| THL 100 Christianity in Context | 3 | Natural Science (IVC*) | 3-4 |
| Social Science (IVE*) | 3 | MTH 201 Applied Mathematics | <u>3</u> |
| (One of the following:) | | | 15-16 |
| MTH 141 Applied Calculus | 3 | | |
| MTH 245 Applied Calculus | 4 | | |
| | 16-17 | | |

SOPHOMORE YEAR

| <i>Fall Semester</i> | <i>Sem. Hrs.</i> | <i>Spring Semester</i> | <i>Sem. Hrs.</i> |
|--|------------------|--|------------------|
| ACC 202 Intro to Managerial Accounting | 3 | PHL 250 Philosophical Foundations for Ethical Understanding | 3 |
| BUS 229 Statistical Analysis | 4 | ECO 205 Introductory Macroeconomics | 3 |
| COM 152 Principles of Comm. Comp. | 3 | Non-restrictive Elective (VIIC*) | 1-3 |
| ECO 203 Introductory Microeconomics | 3 | (One of the following:) | |
| (One of the following:) | | BUS 201 Legal Environment of Business | 3 |
| BUS 201 Legal Environment of Business | 3 | BIA 253 Management Info. Systems | <u>3</u> |
| BIA 253 Management Info. Systems | <u>3</u> | (One of the following:) | |
| | 16 | ENG 120 World Literature I | 3 |
| | | ENG 121 World Literature II | <u>3</u> |
| | | | 16-18 |

* Refer to General Curriculum

ACCOUNTING

Supervised by the Department of Accounting

Mission Statement

The Department of Accounting of the College of Business Administration exists to support the mission of the college in providing students with a value-centered, quality accounting education. To accomplish this mission, the department supports its faculty in their efforts to excel in teaching, research, and service, and encourages its faculty and staff to continue their personal and professional development.

Program for Business Administration Students

For the degree of Bachelor of Science in Business Administration with Accounting as the field of concentration. The curriculum is concerned with conceptual understanding of accounting and accounting competence. The objective is to enable the student to comprehend the functions of accounting and the underlying concepts of accounting theory, and apply accounting knowledge to business problems. The program is designed to prepare students for leadership in the community and careers in governmental, managerial or public accounting; teaching positions; one of the sub-fields of accounting, such as tax, accounting systems, and others; and for further graduate professional training.

Accounting Major

1. Accounting 313, 315, 319, 343, 377, 423.
2. A three-hour elective from the following: Accounting 493, 516, 521, 544, and 579.

Note: Admission to the Accounting Program requires junior standing, a cumulative overall grade point average of 2.5 or better, no grade lower than “C” in 200-level Accounting courses, and/or permission of the Department Chair. A student whose performance has been marginal or who has not completed enough courses at Creighton to provide a basis for judgment, may be accepted with probationary status or deferred until the probability of successfully completing the Program can be determined. Retention in the Program is conditional upon demonstrating competence in upper division accounting courses.

BUSINESS INTELLIGENCE AND ANALYTICS

Supervised by the Department of Business Intelligence and Analytics

For the degree of Bachelor of Science in Business Administration with Business Intelligence and Analytics as the field of concentration. This program is designed to combine the study of fundamental technical concepts of computer-based business information processing systems with a broad consideration of the organizational and behavioral issues associated with the design and management of such systems. It is designed to prepare students for careers in all areas of information management. Within the BIA concentration, the following tracks are proposed. These tracks will allow students the option of customizing the program of BIA study to better suit their interests and career objectives.

Information Technology Track: 18 Credits

(All of the following:)

| | | |
|--|---|-----------|
| BIA 354 | Data Base Management | 3 credits |
| BIA 375 | Business Application Development | 3 credits |
| BIA 459 | Information Systems Analysis and Design | 3 credits |
| BIA 470 | Data Communications and Networks | 3 credits |
| Six additional credits in BIA numbered 300 and above | | 6 credits |

Digital Media and Design Track: 18 Credits

(All of the following:)

| | | |
|---------|----------------------------------|-----------|
| BIA 354 | Data Base Management | 3 credits |
| BIA 375 | Business Application Development | 3 credits |

(One of the following:)

| | | |
|---------|---|-----------|
| BIA 459 | Information Systems Analysis and Design | 3 credits |
| BIA 470 | Data Communications and Networks | 3 credits |

(Nine credits from the following:)

| | | |
|---------|---------------------------|-----------|
| CSC 551 | Web Programming | 3 credits |
| CSC 555 | Computer Graphics | 3 credits |
| GDE 381 | Computer Illustration | 3 credits |
| GDE 382 | Web Design | 3 credits |
| GDE 423 | Multimedia Design I | 3 credits |
| GDE 425 | 3D Graphics and Animation | 3 credits |

ECONOMICS

Supervised by the Department of Economics and Finance

For the degree of Bachelor of Science in Business Administration with Economics as the field of concentration. This program is designed to acquaint the student with the tools and techniques of economic analysis and the contribution of economic analysis to decision-making in the business firm and to society. The program is designed to prepare those interested in careers as economists or economic analysts in business, government, and non-government organizations and for graduate study in economics.

Economics Major for Business Administration Students

1. Economics 303 (taken junior year), 305 (taken junior year), 508.
2. Nine hours of 300, 400 or 500-level economics courses selected with the approval of the major advisor.

Economics Major for Arts and Sciences Students (34 credits)

The Department of Economics also provides a program of study for students in the College of Arts and Sciences who wish to obtain the degree of Bachelor of Arts with economics as the field of concentration.

Concentration major (34 credits): BUS 229, ECO 203, 205, 303, 305, 508, and 15 hours of upper division courses in economics. Economics 203 and 205 should be taken before their junior year. Economics 303 and 305 should be taken in the junior year.

FINANCE

Supervised by the Department of Economics and Finance

For the degree of Bachelor of Science in Business Administration with Finance as the field of concentration. This curriculum is concerned with the study of financial institutions, and business, government, banking, insurance, and personal financial management. Emphasis is on the analysis and development of financial principles in all areas of financial decision-making, as well as career preparation as financial analysts in business, insurance and banking, and government service. Students majoring in finance can choose from four tracks: Financial Analysis, Financial Planning, Financial Services, or Insurance and Risk Management Track. See the list below for the specific requirements for each track. Substitutions for finance electives may be made only with the approval from the major advisor or Department Chair.

Financial Analysis Track: 21 Credits

(All of the following:)

| | | |
|---------|------------------------------|-----------|
| FIN 325 | Investment Analysis | 3 credits |
| FIN 350 | Financial Statement Analysis | 3 credits |
| FIN 401 | Advanced Managerial Finance | 3 credits |

(Nine credits from the following:)

| | | |
|---------|---|-----------|
| ECO 315 | Money and the Financial System | 3 credits |
| FIN 366 | Finance Internship | 3 credits |
| FIN 425 | Security Analysis and Portfolio Management | 3 credits |
| FIN 435 | Portfolio Practicum I | 3 credits |
| FIN 436 | Portfolio Practicum II | 3 credits |
| FIN 491 | The Financial World: A Campus and Travel Course | 3 credits |
| | Three credits of Finance electives. | 3 credits |

(One of the following:)

| | | |
|---------|--|-----------|
| ACC 313 | External Financial Reporting Issues | 3 credits |
| ACC 315 | Managerial Accounting for Decision Making | 3 credits |
| ACC 538 | International Accounting | 3 credits |
| MBA 701 | Accounting Applications Managerial Decision Making | 3 credits |
| MSA 722 | Fixed Income and Derivatives I | 3 credits |
| MSA 724 | Quantitative Analysis | 3 credits |

Financial Planning Track: 21 Credits

(All of the following:)

| | | |
|---------|-------------------------------------|-----------|
| ACC 343 | Principles of Taxation | 3 credits |
| FIN 340 | Principles of Insurance | 3 credits |
| FIN 353 | Personal Financial Planning | 3 credits |
| FIN 325 | Investment Analysis | 3 credits |
| FIN 511 | Retirement Planning | 3 credits |
| FIN 512 | Estate Planning and Taxation | 3 credits |
| | Three credits of Finance electives. | 3 credits |

Financial Services Track: 21 Credits

(All of the following:)

| | | |
|---------|-----------------------------|-----------|
| FIN 325 | Investment Analysis | 3 credits |
| FIN 353 | Personal Financial Planning | 3 credits |

(One of the following:)

| | | |
|---------|-----------------------------------|-----------|
| ECO 315 | Money and the Financial System | 3 credits |
| FIN 361 | Financial Institutions Management | 3 credits |

(One of the following:)

| | | |
|---------|------------------------------|-----------|
| MKT 333 | Consumer and Market Behavior | 3 credits |
| MKT 335 | Sales Management | 3 credits |
| MKT 343 | Marketing Research | 3 credits |

Nine credits of finance electives chosen in consultation with major advisor or Department Chair. 9 credits

Insurance and Risk Management Track: 21 units

(All of the following:)

| | | |
|---------|---|-----------|
| FIN 340 | Principles of Insurance | 3 credits |
| FIN 325 | Investment Analysis | 3 credits |
| ACC 343 | Principles of Taxation | 3 credits |
| FIN 512 | Estate Planning and Taxation | 3 credits |
| FIN 513 | Life Insurance Financial Planning | 3 credits |
| FIN 514 | Planning for Business and Professionals | 3 credits |

(One of the following:)

| | | |
|---------|---------------------------------|-----------|
| FIN 353 | Personal Financial Planning | 3 credits |
| FIN 511 | Retirement Planning | 3 credits |
| BUS 401 | Legal Aspects of Life Insurance | 3 credits |

INTERNATIONAL BUSINESS

Supervised by the Department of Economics and Finance

For the degree of Bachelor of Science in Business Administration with International Business as the field of concentration. This program is designed for those students who desire a broad-based understanding of international business operations, primarily from the viewpoint of a U.S. business entity. It is also designed to provide an International Business perspective as related to the functional areas of business and to permit experiential learning in a specific world region through study abroad programs.

International Business Major

1. Fifteen hours of course work in International Business: International Accounting (ACC 538), International Economics (ECO 538), International Management (MGT 373), Global Marketing (MKT 363), and International Financial Management (FIN 558).
2. The International Culture Requirement (Category III-B) must be met through six hours of intermediate level course work in a language. The International Business course requirement does not apply to this major.
3. Study Abroad: Each student must experience study abroad, with a minimum of six hours of study overseas, preferably in a region of foreign language expertise of the student. Course work must include three hours of business, to be approved by the faculty advisor.
4. A total of three business electives are required for international business major.

MARKETING

Supervised by the Department of Marketing and Management

For the degree of Bachelor of Science in Business Administration with Marketing as the field of concentration. This program is designed for those students interested in preparing for the general field of marketing and/or for those wishing to prepare for specific careers in retailing, industrial marketing, advertising, sales management, and marketing research.

Marketing Major

1. Marketing 333, 343, 473.
2. A minimum of nine hours from the following: Marketing electives (300- or 400-level). Other courses may be utilized with special approval of the department chair.

Note: Students contemplating marketing as a major are advised to take Marketing 319 the first semester of their junior year or in the previous summer session.

MANAGEMENT

Supervised by the Department of Marketing and Management

For the degree of Bachelor of Science in Business Administration with Management as the field of concentration. This program is designed for those students who have a very strong interest in business, but whose desire for specialization lies outside the traditional majors of accounting, economics, finance, international business, marketing, or management information systems. Students majoring in management can choose from any of six tracks:

Business Ethics, Entrepreneurial Management, Human Resource Management, Social Entrepreneurship, Military Management (ROTC students only), or the 4-year Pre-law track.

Bioscience Entrepreneurship Track

(All of the following:)

| | | |
|---------|---|-----------|
| ENT 366 | Internship | 3 credits |
| ENT 502 | Finance for Entrepreneurial Ventures | 3 credits |
| ENT 518 | Bioscience Technology Commercialization | 3 credits |
| ENT 520 | Business Planning for Bioscience Ventures | 3 credits |
| MKT 343 | Marketing Research | 3 credits |
| | Three credits of Entrepreneurship electives | 3 credits |

Business Ethics Track (18 credits)

(All of the following:)

| | | |
|---------|----------------------|-----------|
| ECO 528 | Economic Development | 3 credits |
|---------|----------------------|-----------|

(One of the following:)

| | | |
|---------|----------------------------------|-----------|
| MGT 341 | Advanced Organizational Behavior | 3 credits |
| MGT 479 | Seminar in Management | 3 credits |
| PSY 369 | Organizational Psychology | 3 credits |

(Choose 12 credits from the following:)

Courses should adhere to a unified theme that complements the student's business education in the areas of ethics and social responsibility.

For example, a student interested in ethics across business disciplines might take ACC 423, FIN 343, BIA 354, & MGT 373. A student interested in spirituality in the workplace might take JPS 365, PHL 353, PHL 368, and THL 572. A student interested in macro-ethics and business might take PHL 358, PHL 450, PLS 430, and SOC 331. Other combinations are possible. A student wanting help with options should visit with Dr. Beverly Kracher.

| | | |
|---------|--|-----------|
| ACC 423 | Auditing | 3 credits |
| ANT 455 | Food, Society, and Environment | 3 credits |
| COM 311 | Ethics and the Uses of Rhetoric | 3 credits |
| EVS 354 | Environmental Ethics | 3 credits |
| FIN 343 | Social Insurance and Economic Security | 3 credits |
| JRM 438 | Media Ethics | 3 credits |
| JPS 365 | Faith and Moral Development | 1 credit |
| MGT 373 | International Management | 3 credits |
| BIA 354 | Data Base Management | 3 credits |
| PHL 309 | Meaning in America | 3 credits |
| PHL 317 | Philosophy of Sport | 3 credits |
| PHL 331 | Moral Philosophy | 3 credits |
| PHL 348 | Philosophy of Feminism | 3 credits |
| PHL 351 | Introduction to Chinese Philosophy | 3 credits |
| PHL 353 | Introduction to Buddhism | 3 credits |
| PHL 354 | Environmental Ethics | 3 credits |
| PHL 355 | Science, Technology, and Values | 3 credits |
| PHL 358 | Social and Political Philosophy | 3 credits |
| PHL 359 | The History of Ethics | 3 credits |
| PHL 368 | Moral Psychology | 3 credits |
| PHL 435 | Literature, Philosophy, and Economics | 3 credits |
| PHL 450 | Philosophy and Commercial Societies | 3 credits |

| | | |
|---------|--|-----------|
| PHL 453 | Ethics and Public Policy | 3 credits |
| PHL 459 | Marxism | 3 credits |
| PHL 482 | Race in America: Idea and Reality | 3 credits |
| PLS 340 | International Politics | 3 credits |
| PLS 430 | Ethics and Market Reforms | 3 credits |
| PLS 451 | Theories of Peace and World Order | 3 credits |
| PSY 344 | Social Psychology | 3 credits |
| SOC 309 | The Urban Social System | 3 credits |
| SOC 331 | Industry and Society | 3 credits |
| SWK 409 | Race & Gender Relations: Moral and Ethical Dilemma | 3 credits |
| THL 572 | Ethics and Spirituality | 3 credits |

Electives must be approved by the Marketing and Management Department Chair.

General Entrepreneurship Track

(All of the following:)

| | | |
|---------|---|-----------|
| ENT 366 | Internship | 3 credits |
| ENT 312 | Innovation and Creativity | 3 credits |
| ENT 314 | Business Planning for Social Entrepreneurs | 3 credits |
| ENT 502 | Finance for Entrepreneurial Ventures | 3 credits |
| MKT 343 | Marketing Research | 3 credits |
| | Three credits of Entrepreneurship electives | 3 credits |

Human Resources Management Track (18 credits)

(All of the following:)

| | | |
|---------|--------------------------|-----------|
| COM 464 | Training and Development | 3 credits |
|---------|--------------------------|-----------|

(One of the following:)

| | | |
|---------|--------------------------------------|-----------|
| MGT 351 | Personnel/Human Resources Management | 3 credits |
| COM 370 | Human Resource Administration | 3 credits |

(One of the following:)

| | | |
|---------|----------------------------------|-----------|
| MGT 341 | Advanced Organizational Behavior | 3 credits |
| MGT 479 | Seminar in Management | 3 credits |
| PSY 369 | Organizational Psychology | 3 credits |

(Nine credits from the following:)

| | | |
|---------|--|-----------|
| BUS 366 | Internship (HR-related) | 3 credits |
| COM 320 | Leadership: Theories, Styles, and Skills | 3 credits |
| COM 361 | Interpersonal Communication | 3 credits |
| COM 362 | Small Group Communication | 3 credits |
| COM 463 | Organizational Assessment | 3 credits |
| MGT 479 | Seminar in Management | 3 credits |
| PHL 368 | Moral Psychology | 3 credits |
| PSY 344 | Social Psychology | 3 credits |
| PSY 353 | Industrial Psychology | 3 credits |
| PSY 423 | Tests and Measurement | 3 credits |

Electives must be approved by the Marketing and Management Department Chair

Military Management Track (18 credits: Open only to ROTC students)

(All of the following:)

| | | |
|---------|--|-----------|
| MIL 300 | Leadership Laboratory III | 1 credit |
| MIL 301 | Small Unit Tactics & Leadership | 3 credits |
| MIL 302 | Advanced Small Unit Tactics & Leadership | 3 credits |
| MIL 351 | Advanced Leadership Camp Training | 3 credits |
| MIL 400 | Leadership Laboratory IV | 1 credit |
| MIL 401 | Military Professionalism & Ethics | 2 credits |
| MIL 402 | Military Management Seminar | 2 credits |
| MGT 479 | Seminar in Management | 3 credits |

Pre-Law Track (18 credits)

(All of the following:)

| | | |
|---------|----------------------|-----------|
| BUS 301 | Business Law | 3 credits |
| BUS 321 | Mock Trial Lecture | 2 credits |
| BUS 322 | Mock Trial Practicum | 1 credit |

(Twelve credits from the following:)

| | | |
|---------|---|-----------|
| ACC 343 | Principles of Taxation | 3 credits |
| ACC 544 | Advanced Taxation | 3 credits |
| BUS 366 | Business Internship (Law related) | 3 credits |
| COM 321 | Persuasion | 3 credits |
| COM 370 | Human Resources Management | 3 credits |
| HIS 354 | Constitutional History of the U.S. to 1877 | 3 credits |
| HIS 355 | Constitutional History of the U.S. since 1877 | 3 credits |
| HIS 372 | Equality, Minorities, and Public Policy | 3 credits |
| JRM 529 | Law of Mass Communication | 3 credits |
| MGT 351 | Personnel/ Human Resource Management | 3 credits |
| PHL 312 | Symbolic Logic | 3 credits |
| PHL 440 | Legal Philosophy | 3 credits |
| PLS 320 | Judicial Process | 3 credits |
| PLS 337 | Constitutional Law | 3 credits |
| PLS 367 | Theory of Law | 3 credits |
| PLS 438 | Contemporary Issues in Civil Liberty | 3 credits |
| PSY 363 | Psychology and the Law | 3 credits |
| SOC 321 | Sociology of the Criminal Justice System | 3 credits |
| SOC 423 | Law and Society | 3 credits |

Electives must be approved by the Marketing and Management Department Chair.

Social Entrepreneurship Track Major

(All of the following:)

| | | |
|---|--|-----------|
| ENT 312 | Innovation and Creativity | 3 credits |
| ENT 314 | Business Planning for Social Entrepreneurs | 3 credits |
| ENT 316 | Social Entrepreneurship Incubator | 3 credits |
| ENT 502 | Finance for Entrepreneurial Ventures | 3 credits |
| MKT 343 | Marketing Research | 3 credits |
| Three credits of Entrepreneurship electives | | 3 credits |

MINORS

Minors offer the opportunity to develop substantial knowledge in areas outside of the major.

Eighteen credits of coursework are required to complete a minor. Only 3 credits of transient study will be allowed. Students must achieve a cumulative GPA of 2.00 in courses toward the minor. Arts and Sciences students may not declare a minor until they declare a major. Business Administration students may only declare an Economics Minor.

APPLIED INFORMATION TECHNOLOGY MINOR

Program Description: The Applied Information Technology minor offers the student the opportunity to achieve an understanding of IT concepts, their application, and value creation through the use of technology and information systems. Students will learn about data management, analysis & design of system, data communication concepts, and other related IT topics. This minor is only available to students who are not in the College of Business Administration.

Contact: Chair, Department of Business Intelligence and Analytics

(All of the following:)

| | | |
|---|---|-----------|
| BIA 253 | Management Information Systems | 3 credits |
| BIA 354 | Data Base Management | 3 credits |
| BIA 375 | Business Application Development | 3 credits |
| BIA 459 | Information Systems Analysis and Design | 3 credits |
| BIA 470 | Data Communications and Networks | 3 credits |
| One BIA elective as approved by the advisor | | 3 credits |

BUSINESS ADMINISTRATION MINOR

Program Description: The Business Administration minor offers the student the opportunity to achieve a basic understanding of business. Students will learn about markets, financial statements, organizational behavior, marketing concepts and strategy, and other areas of interest to the student. This minor is only available to students who are not in the College of Business Administration.

Contact: College of Business Associate Dean or Assistant Dean

(All of the following:)

| | | |
|---------|--|-----------|
| ACC 201 | Introduction to Financial Accounting | 3 credits |
| ECO 203 | Introductory Microeconomics | 3 credits |
| MGT 301 | Managerial Process and Organizational Behavior | 3 credits |
| MKT 319 | Principles of Marketing | 3 credits |

(Two of the following:)

| | | |
|---------|--------------------------------|-----------|
| BUS 201 | Legal Environment of Business | 3 credits |
| FIN 353 | Personal Financial Planning | 3 credits |
| BIA 253 | Management Information Systems | 3 credits |

ECONOMICS MINOR

Program Description: The Economics minor offers the student the opportunity to achieve a basic understanding of the economical fundamentals at work in actions by individuals, firms, and governments. Students will examine resource allocation, income distribution, production, employment, and prices in a market economy.

Contact: Chair, Department of Economics and Finance

(All of the following:)

| | | |
|---|-----------------------------|-----------|
| ECO 203 | Introductory Microeconomics | 3 credits |
| ECO 205 | Introductory Macroeconomics | 3 credits |
| ECO 303 | Intermediate Microeconomics | 3 credits |
| ECO 305 | Intermediate Macroeconomics | 3 credits |
| Six credits of 300 and above ECO courses. | | 6 credits |

SOCIAL ENTREPRENEURSHIP MINOR

Program Description: The Social Entrepreneurship minor offers students the ability to organize, create, and manage a venture to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur assesses success in terms of the impact s/he has on society.

Contact: College of Business Associate Dean or Assistant Dean

(All of the following:)

| | | |
|---------|--|-----------|
| ENT 312 | Innovation and Creativity | 3 credits |
| ENT 314 | Business Planning for Social Entrepreneurs | 3 credits |
| ENT 316 | Social Entrepreneurship Incubator | 3 credits |
| ENT 502 | Finance for Entrepreneurial Ventures | 3 credits |
| MKT 319 | Principles of Marketing | 3 credits |
| | Three credits of Entrepreneurship elective | 3 credits |

BIOSCIENCE ENTREPRENEURSHIP MINOR

Program Description: The Bioscience Entrepreneurship minor offers the student the opportunity to achieve a basic understanding of business functions as they relate to entrepreneurship in the bioscience field. Students will learn about business planning, intellectual property, law, regulation, relevant research, current issues marketing, finance, funding sources such as grants and venture capital, presentation skills, and other areas of interest to the student. This major is only available to students who are not in the College of Business Administration.

Contact: College of Business Associate Dean or Assistant Dean

(All of the following:)

| | | |
|---------|--|-----------|
| ENT 366 | Internship | 3 credits |
| ENT 502 | Finance for Entrepreneurial Ventures | 3 credits |
| ENT 518 | Bioscience Technology Commercialization | 3 credits |
| ENT 520 | Business Planning for Bioscience Ventures | 3 credits |
| MKT 319 | Principles of Marketing | 3 credits |
| | Three credits of Entrepreneurship elective | 3 credits |

PRELEGAL EDUCATION AND COMBINED BUSINESS ADMINISTRATION - LAW PROGRAM

A knowledge of business is highly desirable as a foundation for the study of law. Thorough knowledge of the principles and processes of an economic organization is essential to the proper understanding and application of legal principles. A knowledge of accounting is also helpful in connection with tax work.

General Prelegal Requirements

The Creighton University School of Law will consider for admission applicants who have completed at least three-fourths of the college work required for the bachelor's degree in the College of Business Administration. Ninety-six semester hours are three-fourths of the total required for a degree from the College of Business Administration.

There are no specifically required prelegal subjects; but not more than 10 percent of the college credits presented may be in non-theory courses such as basic military science, hygiene, domestic arts, physical education, or similar courses.

In considering applicants for admission, consideration is given to the results of the Law School Admission Test, the applicant's college record, and other pertinent information.

Combined Business Administration-Law (3-3) Program

Business administration students may receive both the degree of Bachelor of Science in Business Administration with the Prelaw Business major and the degree of Juris Doctor at the end of the fourth and sixth years respectively, subject to the following requirements:

Students following the B.S.B.A./J.D. program will be considered candidates for the B.S.B.A. degree following the completion of the first year in law; i.e., the fourth year of the program. Such candidates for the B.S.B.A. must file an application for degree with the University Registrar by February 14 for the degree to be conferred in May.

The student must complete 32 credit hours, with at least a “C” average, in the first full year of the Creighton University School of Law, and the student must have completed at least 48 undergraduate hours at Creighton University.

3/3 Program Sample Plan of Study

FRESHMAN YEAR

| <i>Fall Semester</i> | | <i>Sem. Hrs.</i> | <i>Spring Semester</i> | | <i>Sem. Hrs.</i> |
|-----------------------|--------------------------|------------------|------------------------|--|------------------|
| ENG 150 | Rhetoric and Composition | 3 | Natural Science (IVC*) | | 4 |
| RSP 103 | Ratio Studiorum Program | 1 | ACC 201 | Intro to Financial Accounting | 3 |
| MTH 141 | Applied Calculus | 3 | HIS 101 | Modern Western World | 3 |
| THL 100 | Christianity in Context | 3 | MTH 201 | Applied Mathematics | 3 |
| PSY 111 | Introductory Psychology | 3 | PHL 107 | Critical and Historical Intro to Philosophy | 3 |
| Social Science (IVE*) | | 3 | | | 16 |
| | | 16 | | | |

SOPHOMORE YEAR

| <i>Fall Semester</i> | | <i>Sem. Hrs.</i> | <i>Spring Semester</i> | | <i>Sem. Hrs.</i> |
|--|--------------------------------|------------------|----------------------------------|--|------------------|
| ACC 202 | Intro to Managerial Accounting | 3 | BUS 201 | Legal Environment of Business | 3 |
| BUS 229 | Statistical Analysis | 4 | ECO 205 | Introductory Macroeconomics | 3 |
| COM 152 | Principles of Comm. Comp. | 3 | BIA 253 | Management Info. Systems | 3 |
| ECO 203 | Introductory Microeconomics | 3 | PHL 250 | Philosophical Foundations for Ethical Understanding | 3 |
| Scriptural Theology (200 level or above)** | | 3 | Non-restrictive Elective (VIIC*) | | 3 |
| | | 16 | | | |
| | | | (One of the following:) | | |
| | | | ENG 120 | World Literature I | 3 |
| | | | ENG 121 | World Literature II | 3 |
| | | | | | 18 |

JUNIOR YEAR

| <i>Fall Semester</i> | | <i>Sem. Hrs.</i> | <i>Spring Semester</i> | | <i>Sem. Hrs.</i> |
|--------------------------------|---|------------------|--|----------------------------|------------------|
| BUS 356 | Business Ethics | 3 | BUS 471 | Strategic Management | 3 |
| FIN 301 | Managerial Finance | 3 | MGT 385 | Prod. and Oper. Management | 3 |
| MKT 319 | Principles of Marketing | 3 | International Business (IIB *elective) | | 3 |
| MGT 301 | Managerial Process and Organizational Behavior | 3 | Business Elective (VIIB*) | | 3 |
| | | | Business Elective (VIIB*) | | 3 |
| | | | | | 15 |
| (One of the following:) | | | | | |
| COM 314 | Managerial Communications | 3 | * Refer to General Curriculum | | |
| ENG 251 | Advanced Composition | 3 | ** Except THL 250 | | |
| | | 15 | | | |

B.S.B.A., J.D., M.B.A.—Seven-Year Program

Qualified students who want to earn three degrees (B.S.B.A., J.D., and M.B.A.) within a seven-year period can do it by following the 3-3 program described above and in the seventh year enrolling in the M.B.A. program. These programs provide an excellent preparation for employment in either the private or public sector of the economy.

Certificate in Business Administration (31 Credits)

A student enrolled outside the College of Business Administration who does not plan to earn a bachelor's or master's degree from the College of Business, may earn a Certificate of Business Administration. Students wishing to complete this program must file an application with the Undergraduate Coordinator in the College of Business.

A certificate in Business Administration prepares a non-business student for graduate work in a Master of Business Administration Program. The certificate courses are the majority of the foundation courses, which along with a bachelor's degree in any discipline, are required for a student seeking admission to the M.B.A. and M.S.-I.T.M. programs.

A *Certificate of Business Administration* will be awarded to students who successfully complete the following requirements, a total of 31 semester hours:*

| | | |
|---------|---------------------------------------|-----------|
| ACC 201 | Introduction to Financial Accounting | 3 credits |
| ACC 202 | Introduction to Managerial Accounting | 3 credits |
| BUS 201 | Legal Environment of Business | 3 credits |
| BUS 229 | Statistical Analysis | 4 credits |
| ECO 203 | Introductory Microeconomics | 3 credits |
| ECO 205 | Introductory Macroeconomics | 3 credits |
| FIN 301 | Managerial Finance | 3 credits |
| MGT 301 | Managerial Process and Org. Behavior | 3 credits |
| BIA 253 | Management Information Systems | 3 credits |
| MKT 319 | Principles of Marketing | 3 credits |

***Please Note:** The 31 required certificate hours is the maximum number of credits in which a non-business administration student may enroll in the College of Business.

While no specific mathematics courses are required for the certificate, successful completion of BUS 229 will necessitate mathematical proficiency equivalent to MTH 201 (Applied Mathematics) and either MTH 141 (Applied Calculus) or MTH 245 (Calculus I).

Of the 31 required hours, at most 12 hours of transfer credits can be applied toward the Business Certificate. Once a student has matriculated to Creighton, only 6 of the 12 transfer hours allowed may be taken as transient study. In addition, the student must attain a cumulative GPA of 2.0 or better in all business administration courses.

Degree seeking students who have completed the requirements of the certificate will be awarded the Certificate of Business Administration at the time of graduation. Non-degree seeking students will be awarded the certificate upon completion of the requirements of the certificate.

Certification of Completion of Bioscience Entrepreneurship Program

| | | |
|---------|---|-----------|
| BUS 366 | Business Internships | 3 credits |
| ENT 518 | Bioscience Technology Commercialization | 3 credits |
| ENT 520 | Business Planning for Bioscience Ventures | 3 credits |

GRADUATE STUDY

Master of Business Administration

The College of Business offers, through the Graduate School, an evening program designed to provide a general management education that focuses on developing values-based leaders. The M.B.A. curriculum allows graduate students to customize their classes to best fit their skills, competencies, and career goals. The M.B.A. program features:

- Tailored programs of study developed for students' particular academic strengths and business experiences—designed to prepare them for intended career path;
- Advanced courses for students with extensive business backgrounds;
- Concentrations in key business areas such as investments, information technology management, accounting, and leadership;
- Professional classes in cutting-edge business skills taught by leading business practitioners.

The M.B.A. Curriculum consists of 33 credit hours. Applicants with an undergraduate degree in any discipline can pursue the M.B.A. degree

The College of Business, the Graduate School, the School of Medicine, the School of Pharmacy and Health Professions, and the School of Law offer combined Doctor of Medicine/ M.B.A., M.B.A./Doctor of Pharmacy, M.B.A./Juris Doctor, M.B.A./Master of Science in Bioscience Management, MBA/Master of Science in Negotiation and Dispute Resolution, and M.B.A./Master of Arts in International Relations degree programs. Candidates for these combined programs must make separate application to, and be independently accepted by the College of Business, the School of Medicine, the Graduate School, the School of Pharmacy and Health Professions, the Werner Institute, and the School of Law.

Master of Science in Information Technology Management

The College of Business offers, through the Graduate School, a Master of Science in Information Technology Management degree. The M.S.-I.T.M. degree provides a creative synergy between technology and management and is designed to meet the demands of a constantly evolving business. The M.S.-I.T.M. curriculum consists of 33 credit hours beyond the prerequisite courses and is available both on campus in the evenings and online. Applicants with an undergraduate degree in any discipline can pursue the M.S.-I.T.M. degree.

The College of Business offers a combined Master of Business Administration/Master of Science in Information Technology Management dual degree program. This combined evening program enables students to earn both the M.B.A. and M.S.-I.T.M. degrees in a streamlined 48-credit-hour program in considerably less time than if the two degrees were earned separately. A joint Master of Science in Information Technology Management/Juris Doctor degree with an emphasis in Digital Business is offered by the College of Business and School of Law. Candidates for the combined programs must make separate application to, and be independently accepted by the School of Law and the College of Business.

Master of Security and Portfolio Management

The College of Business offers, through the Graduate School, both an evening and online program leading to a degree Master of Security Analysis and Portfolio Management. The M.S.A.P.M. degree is designed to prepare students for advanced security analysis and portfolio management guided by a Code of Ethics and Standards of Professional Conduct. This degree program uses as its foundation the curriculum of the Chartered Financial Analyst (CFA)[®] program*. The CFA program is grounded in the practice of the investment profession. According to the CFA Institute, the program of study for the CFA charter is based on “a job analysis survey involving CFA charterholders around the world to determine those elements of the body of investment knowledge and skills that are important to the professional practice of investment management.” The program of study has a significant foundation in theory as well as practical applications of the theory and tools provided. Students who complete the M.S.A.P.M. program will have the knowledge base to sit for each of the three levels of CFA exams but are not required to do so. More information on the CFA program is available at www.cfainstitute.org. The M.S.A.P.M. curriculum consists of 30 credit hours beyond the prerequisite courses in accounting, economics, finance, and statistics. A combined Master of Business Administration/M.S.A.P.M. evening program consisting of 48 credit hours is also available.

Applicants with an undergraduate degree in any discipline can pursue the M.B.A./M.S.A.P.M. degree. Individuals with strong analytical skills are especially encouraged to apply.

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