

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 seven tracks:

Bioscience Entrepreneurship, Business Ethics, General Entrepreneurship, 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
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(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

BIA 354	Data Base Management	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
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
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(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