

# ALL UNDERGRADUATE COURSES - HEIDER COLLEGE OF BUSINESS

## All Undergraduate Courses - Heider College of Business

### Accounting (ACC)

#### ACC 201. Introduction to Financial Accounting. 3 credits. FA, SP, SU

The course includes a thorough discussion of the fundamental principles of financial accounting with an emphasis on the corporate form of a business entity. These principles are studied in connection with financial accounting systems, and are taught with the use of assigned problems and questions. Information technology and various other means are used for problem solving and to study the applications of the basic principles as they relate to financial statement preparation and understanding. P. Open to all students who have completed a minimum of 15 semester hours of college credit.

#### ACC 202. Introduction to Managerial Accounting. 3 credits. FA, SP, SU

The course includes a thorough discussion of the fundamental principles of managerial accounting with an emphasis on traditional and modern cost measurement, recording, and reporting systems to support managerial decision making. Specific managerial accounting topics covered include cost and revenue classification approaches; planning and control techniques, including operational budgeting; cost behavior analysis; cost-volume-profit analysis; and product costing, including activity-based costing. Also included in the course is coverage of the statement of cash flows, financial statement analysis, and individual and corporate income taxes. Information technology and various other means are used for managerial problem solving. P. ACC 201; Sophomore standing.

#### ACC 313. External Financial Reporting Issues. 3 credits. FA

The course involves an intermediate study of external financial reporting for a commercial merchandising enterprise. Emphasis is placed on understanding the four (or five) financial statements presented in an audited set of financial statements, including an in-depth examination of earnings per share and the statement of cash flows. Financial reporting guidance related to measurement attributes, cash, receivables, and merchandise inventory are examined in detail. Students are required to begin to use the Financial Accounting Standards Board Codification as a research tool for problem solving. Students are also required to demonstrate computer spreadsheet skills for assessing and solving problems in unstructured business settings. P. A grade of "C" or better in both ACC 201 and ACC 202; Junior standing; or approval of department chair.

#### ACC 315. Managerial Accounting for Decision Making. 3 credits. FA, SP

The course includes a study of cost and managerial accounting issues, including costing systems, cost-volume-profit analysis, operational budgeting, and cost allocation. The course highlights the importance and significance of cost data for management decision making. Current topics and cost accounting techniques used in industry and the private business sector are presented. P. A grade of C or better in ACC 202; completion of at least 45 hours of college credit.

#### ACC 319. Intermediate Accounting II. 3 credits. SP

The course involves an in-depth study of the theory and concepts of external financial reporting with the emphasis placed on corporations. Financial accounting standards and practices related to property, plant, & equipment, intangible assets, current liabilities, investments in securities, stockholders' equity, and leases (from the lessee's standpoint) are examined in detail. Analysis of corporate financial statements is studied. Financial accounting standards and practices for governmental entities are also examined in depth. Students are required to use the Financial Accounting Standards Board Codification and the GASB Governmental Accounting Research System Online as a research tool for problem solving. Students are also required to demonstrate computer spreadsheet skills—including the use of spreadsheet financial functions—for assessing and solving problems in unstructured business settings. P. ACC 313 and junior standing or approval of department chair.

#### ACC 323. Auditing. 3 credits. FA

This course provides an introduction to the auditing profession, an overview of the concepts and logic of the auditing process, and an orientation to the tasks and procedures involved in an audit. Emphasis is placed on analytical and critical thinking, the exercise of professional judgment and professional skepticism, the evaluation of risks and controls, and how auditors serve the public interest. Ethical issues and the expanding role of assurance services are considered. P. A grade of "C" or better in both ACC 201 and ACC 202; Junior standing; or approval of department chair.

#### ACC 343. Federal Tax Accounting I. 3 credits. SP

This introductory course in federal income taxation incorporates a major service learning experience to reinforce knowledge developed through traditional and online pedagogies. Study of the concepts of income, deductions, tax entities, credits, tax determination, procedural rules and property transactions as applied to individuals is emphasized, although there is some coverage of corporate entities. Policy reasons supporting technical rules and applications are developed where appropriate. A tax planning approach is integrated throughout the course, and electronic tax research methodology is used to solve a variety of common tax planning situations. P. ACC 202 and junior standing, or approval of department chair.

#### ACC 366. Internships in Accounting. 3 credits. FA, SP, SU

The course is designed to provide students with practical accounting experience by applying accounting concepts and technical skills learned in the classroom. It requires 150 hours of accounting work over the course of the term and participation in all online course assignments. Although the department will try to help a student obtain an accounting internship, the responsibility for finding the internship lies with the student. The course is graded satisfactory/unsatisfactory and may be taken only once. Enrollment is limited. P. Second semester junior or higher standing in the Heider College of Business only.

#### ACC 377. Accounting Information Systems. 3 credits. FA, SP

An introduction to the design and use of computer-based information systems in accounting. Topics addressed include computer-based accounting systems, databases, accounting cycles, technology reporting standards (e.g., XBR), computer fraud and abuses, control frameworks, trust services framework, and internal controls in and auditing of computer-based systems. P. ACC 202; BIA 253; junior standing or approval of department chair.

**ACC 461. Contemporary Professional Practice Issues in Accounting, Auditing, and Taxation. 3 credits. SP**

This course will build on the student's internship experiences and continue his or her transition to becoming an accounting, auditing, and/or tax professional. The course is designed to improve a student's accounting, auditing, tax, and business professional skills. Course topics will be covered via selected readings and/or formal presentations. Some topics may be covered via on-line activities. Presentations will be led by accounting faculty and/or practicing accountants. P. ACC 313; not open to students who have previously enrolled in an internship for credit. CO: ACC 466 or ACC 467.

**ACC 466. Cooperative Internship in an Accounting Discipline. 6 credits. SP**

This course involves an intensive, supervised, professional cooperative internship in professional accounting. The internship will extend for a term of 10-12 weeks of full-time employment during the spring semester only, with the expectation that the student will work for a minimum of 600 hours during the internship period. The sponsoring organization will be expected to document that the student has participated in the required professional service areas outlined in the agreement between the firm and the course supervising faculty member. The student also will be expected to reflect on these experiences in a suitable format under the supervision of the assigned faculty member. P. ACC 323; not open to students who have previously enrolled in an internship for credit; CO: ACC 461.

**ACC 467. Cooperative Internship in Taxation Services. 6 credits. SP**

This course involves an intensive, supervised, professional cooperative internship in the taxation services practice of an approved partner CPA firm. The internship will extend for a term 10-12 weeks of full-time employment during the spring semester only, with the expectation that the student will work for a minimum of 600 hours during the internship period. The partner CPA firm will be expected to partner with the supervising faculty member to ensure the student has participated in the required professional service areas outlined in the agreement between the firm and the course supervising faculty member. P. ACC 313; not open to students who have previously enrolled in an internship for credit. CO: ACC 343; ACC 461.

**ACC 491. The Financial and Accounting World: A Campus and Travel Course. 3 credits. W**

This course is designed to provide students with on-site understanding of accounting and financial processes to complement campus-based study of the same topics. The course includes up to 20 hours of on-campus study prior to the travel portion of the course that will comprise of up to 30 hours of study with experts in the field. The travel portion of the course may involve various destinations. P. Senior standing; six hours of upper-level accounting courses.

**ACC 493. Directed Independent Readings. 1-3 credits. OD**

This is a directed readings course that investigates current developments in accounting theory and/or practice. The course permits individual students to pursue areas of interest within the field of accounting in greater depth than is covered in the normal curriculum. It also permits a student to do independent research on a specialized topic not ordinarily treated in regular course offerings. P. Senior standing; department consent and Dean's approval.

**ACC 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a QPA or 3.0 or better. May be repeated for credit to a limit of six hours. P. Senior standing; department consent and Dean's approval.

**ACC 516. Advanced Cost Accounting. 3 credits. FA**

The course covers advanced managerial accounting topics, such as process costing, management control systems, activity-based costing and activity-based management, joint cost allocation, balanced scorecard performance measures. The course deals with the need to adapt traditional management accounting methods as changes take place in the new business environment. The sources of change include the continued movement away from manufacturing and into the service industry, the globalization of business, information technology, and the need for more nonfinancial measures of evaluation. P. ACC 315 and senior standing. May be taken for graduate credit upon completion of department approved graduate level work products.

**ACC 521. Advanced Accounting. 3 credits. SP**

This course involves the study and application of financial reporting concepts to specialized accounting problems and cases. Coverage includes accounting for nonprofit entities, accounting for income taxes, reporting of business combinations, preparation of consolidated financial statements, and accounting changes. P. ACC 319 and senior standing, or approval of department chair. May be taken for graduate credit upon completion of department approved graduate level work product.

**ACC 523. Advanced Auditing. 3 credits. SP**

This course integrates prior accounting and other educational experiences with advanced application of auditing concepts and standards. P. ACC 323 and senior standing. May be taken for graduate credit upon completion of department approved graduate level work product.

**ACC 538. International Accounting. 3 credits. SP**

An overview of accounting issues faced by multi-national firms. The course will focus on the challenges accountants and managers face when organizations produce, market or provide services in foreign cultures. P. ACC 202; junior standing.

**ACC 544. Advanced Taxation. 3 credits. FA**

An advanced consideration of federal taxation concepts relating to corporations, partnerships, estates and trusts, as well as consideration of wealth transfer taxes. Emphasis is on recognition of fact patterns producing taxable events and on planning to minimize taxes. May be taken for graduate credit upon completion of department approved graduate level work product. P. ACC 343.

**ACC 577. Advanced Accounting Information Systems and Accounting Analytics. 3 credits. FA, SP**

This course covers how to use data to formulate and solve business problems from an accounting paradigm. Students will extract value from big data through the application of current analytics tools. This course develops objective accounting decision-making skills to help the accounting professional become a forward-thinking strategic partner in the organization. This course develops the skill set needed to think critically using available data. The course will also expose students to common currently used business intelligence software packages. P. ACC 377, junior standing or approval of department chair. May be taken for graduate credit upon completion of department approved graduate level work product.

**ACC 579. Seminar in Accounting. 3 credits. OD**

Exploration and analysis of selected problems and issues in the accounting area of today's environment. Course content changes from semester to semester. This course is repeatable as long as topic differs (12 credits). P. ACC 201; ACC 202; senior standing.

**Business Intelligence and Analytics (BIA)****BIA 253. Management Information Systems. 3 credits. FA, SP, SU**

An introduction to the field of management information systems and business intelligence and analytics, and their role in today's organizations. The course focuses on key concepts including fundamental enabling technologies, database, software development, decision support and knowledge work-support systems as well as MIS systems for operations, control, and strategic planning. The organizational foundations of systems, their strategic role, and the technologies driving change in the business processes will be discussed. P. Sophomore standing.

**BIA 261. Business Analytics. 4 credits. FA, SP, SU**

Students develop and apply understanding of fundamental multivariate statistical methods through which organizations can use data to gain insights and make better decisions. Throughout the course, students will learn and practice skills of data presentation and storytelling that contribute to decision-making in a business context. Topics include multiple regression, time series analysis, and data preparation. P. MTH 161; and either MTH 141, MTH 231, or MTH 245.

**BIA 350. Systems Analysis and Design. 3 credits. FA, SP**

This course will provide a study of the information systems development life cycle with emphasis on the planning, analysis, and design phases of systems development. Feasibility analysis, requirements determination, requirements structuring, logical and physical design, and implementation planning will be addressed. The course will explore the various methodologies, techniques, tools, and models used by systems analysts, including process modeling, data modeling, and designing the user interface. P. BIA 253.

**BIA 354. Data and Information Management. 3 credits. FA, SP**

Course develops both skill and knowledge relative to data base design and management. P. BIA 253.

**BIA 366. Business Intelligence and Analytics Internship. 3 credits. FA, SP, SU**

This course is designed to award credit to students for major-related significant practical business experience. A qualifying internship should allow students to apply higher-level concepts and technical skills learned in the classroom to real work settings, and must be secured before a student registers for the class. Students must work 150 hours during a semester and complete all online course requirements, including readings, discussions, a performance evaluation from their supervisor and a paper that reflects upon their achievements. The course is graded on a satisfactory/unsatisfactory basis and only 3 hours of internship credit may be used to satisfy graduation requirements. P. Completion of at least 80 credit hours in the Heider College of Business; instructor consent.

**BIA 375. Business Application Development. 3 credits. FA, SP**

This course provides students with an introduction to business application development using object-oriented programming. The key concepts covered by this course include algorithms and their relationship to basic object-oriented programming concepts, objects and classes, control structure, input and output, exception handling, expressions, and graphic interface design. P. BIA 354 or instructor consent.

**BIA 385. Python Programming for Data Analytics. 3 credits. FA, SP**

This course provides an introduction to coding and logical programming thinking using Python. Several Python data analytics libraries, including Pandas, NumPy, Seaborn, and Matplotlib will be introduced. Prereq: CSC 121 and BIA 253, or instructor consent.

**BIA 450. Blockchain. 3 credits. FA, SP**

Blockchain is the underlying technology supporting cryptocurrencies like Bitcoin, Ripple, and Ethereum, but its applications go beyond cryptocurrencies. This course provides a study of how blockchain technology works and considers its potential disruptive impact on business and society. P. BIA 253; FIN 301.

**BIA 472. Visual Analytics and Visualization. 3 credits. FA**

The general field of visualization focuses on transformations of data to visual representations in order to take advantage of human cognitive capabilities to more efficiently and effectively understand the story being told by the data. Specifically, visual analytics, an advanced form of visualization, is used to understand complex and large-scale data. In this course, students will be introduced to the fundamentals of visualization and the related user experience in producing and interpreting visualizations of business data. Student will also learn to use selected visual analytic tool(s) to conduct various types of analyses. P. BUS 229 or BIA 261 and BIA 354 or instructor consent.

**BIA 476. Cybersecurity. 3 credits. SP**

This course will provide students with a solid technical understanding of cybersecurity or computer security. Students will gain an understanding of security concepts and explore a variety of technical tools that cover a wide range of security topics including governance, network security, database security, application security, cryptography, access controls, and incident and disaster response. P. BIA 354 or instructor consent.

**BIA 479. Seminar in Decision and Information Technology. 3 credits. FA, SP**

The integration and application of current topics in management science, systems analysis and design, or computer and communication technology with a focus on improving decision-making effectiveness in a real-world environment. Past seminar topics include: Web Technologies, Java Programming, E-Business, Business Data Mining, Computer System Architecture and Organization, Neural Networks, Human Factors in IS, and Wireless Technologies. This course is repeatable as long as topic differs (12 credits). P. BIA 253.

**BIA 480. Business Analytics. 3 credits. FA, SP, SU**

Use of statistical techniques to identify, measure, and quantify uncertainty and risk in modern business data. Topics include a variety of interval estimates, cluster analysis, and alternative regression methods as well as an introduction to the use of simulation and Monte Carlo methods to assess risk and assist decision-making. P. BUS 229 or BIA 261.

**BIA 484. Machine Learning. 3 credits. FA, SP**

The purpose of this course is to develop understanding of machine learning techniques and deal with the issue of extracting information and knowledge from large data sets. The extracted knowledge is subsequently used to support human decision-making with respect to summarization, prediction, and the explanation of observed phenomena (e.g., patterns, trends, and customer behavior). Machine learning techniques such as logistic regression, decision trees, and neural networks can be used to discover relationships and patterns that shed light on business problems. This course will examine methods and statistical tools for mining massive amounts of data for new and useful information, uncovering factors that affect purchasing patterns, and identifying potential profitable investments and opportunities. P. BIA 253 and BIA 261.

**BIA 491. The Technology World: A Campus and Travel Course. 3 credits. OD**

This course is designed to provide a capstone travel experience in which students make on-site visits to a variety of organizations known for their business leadership and innovative practice in the field of business intelligence and analytics. The overall aim is to complement a student's campus-based study of business technology concepts, processes, and activities - as well as exemplar organizations. The course typically includes approximately 15 hours of on-campus study prior to and after the travel portion of the course. The travel portion of the course may involve various destinations. A student in the Heider College of Business may only count up to six credit hours of travel courses toward their 128 credit hour program of study. P. Instructor consent.

**BIA 492. Practicum in International Development. 3 credits. FA (Same as ECO 492, ENT 492)**

This interdisciplinary, service-learning course focuses on the deployment of educational technology and the development of entrepreneurial projects with a variety of partners in less economically developed countries. Students will enhance discipline-specific knowledge through their engagement with interdisciplinary teams and will travel to multiple sites in the country to train teachers on the use of educational technology and develop entrepreneurial projects with community leaders. Students will also examine the cultural and economic realities of life in rural areas of the country and utilize feedback, dialogue, and surveys from community visits to promote both a reflection on the experience, and a proposal of projects for future Practicum participants. P. BIA 253; Junior standing.

**BIA 493. Directed Independent Readings. 1-3 credits. OD**

This is a directed readings course that investigates current developments in management information systems. The course permits individual students to pursue areas of interest within the field of management information systems in greater depth than is covered in the normal curriculum. It also permits a student to do independent research on a specialized topic not ordinarily treated in regular course offerings P. QPA of 3.0 or better; senior standing; department consent and Dean's approval.

**BIA 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a QPA or 3.0 or better. P. Senior standing; department consent and Dean's approval.

**BIA 499. Practicum in Business Intelligence & Analytics. 1 credit. FA, SP**

This course is designed to provide students with practical understanding and exposure to business applicability of concepts, methods and techniques in BIA. Students attend lectures and seminars, visit businesses, and participate in dialogues with business leaders to further their understanding of BIA. Students keep a journal of their reflective thoughts after attending lectures, discussions, and interactions with industry representatives. This course is graded satisfactory/unsatisfactory. This course can only be taken once for credit and cannot be repeated. P. At least one BIA course at 300 level or above, instructor consent.

**Business (BUS)****BUS 101. Deans Fellows Foundational Sequence. 0 credits.**

Deans Fellows course. Graded Satisfactory/Unsatisfactory. P. Deans Fellow; Instructor Consent.

**BUS 103. Business Research Fellows Foundational Sequence. 0 credits.**

P. Deans Fellow; Instructor Consent.

**BUS 106. Union Pacific Diversity Scholars Foundational Seminar. 0 credits.**

This course is open to students who are recipients of corporate scholarships. Students will meet weekly with Creighton university personnel and corporate partners to discuss emerging topics related to career paths. P. Union Pacific Diversity Scholar.

**BUS 113. Scott Scholars Foundational Sequence. 0 credits.**

Scott Scholars course. Graded Satisfactory/Unsatisfactory. P. Scott Scholar; Instructor Consent.

**BUS 114. Scott Scholars Foundational Sequence. 0 credits.**

Scott Scholars course. Graded Satisfactory/Unsatisfactory. P. Scott Scholar; IC.

**BUS 115. Scott Scholars Foundational Sequence. 0 credits.**

Scott Scholars course. Graded Satisfactory/Unsatisfactory. P. Scott Scholar; Instructor consent.

**BUS 173. Commercial Republic: Catholic Social Teaching and Philosophy, Politics and Economics Conversation. 3 credits. SP**

This course explores Catholic social teaching with respect to the two main politico-economic narratives of modernity: the Lockean liberty and the Rousseauist equality narratives. Students will study contemporary public policy debates, analyzing them through Lockean, Rousseauist, and Catholic social teaching lenses. CO: COM 101.

**BUS 201. Legal Environment of Business. 3 credits. FA, SP, SU**

Focuses on laws that affect managerial action. Introduction to the traditional sources of law, the U.S. Constitution and its Amendments; the basic characteristics of the U.S. legal system, the law of contracts, torts, and property, and understanding of the various business entitlements, their creation, operation, and termination; a basic understanding of the administrative agency process, antitrust, employer-employee relations, laws against discrimination, consumer protection, environmental laws, and the myriad of other laws that affect business action and changing public policy regarding law. P. Sophomore standing.

**BUS 266. Business Externship. 1 credit. FA, SP, SU**

This course is designed to give academic credit to students acquiring practical knowledge by working in business prior to qualifying for the junior-level 366 internship-for-credit. Students should work a minimum of 50 hours. This course counts toward non-restricted elective credit only; it cannot be used for business elective or major elective credit. The course is not available to those students who have completed a 366 course in the Heider College. The class may be repeated up to 4 times only. Graded Satisfactory/Unsatisfactory. P. Sophomore standing and instructor consent.

**BUS 301. Business Law. 3 credits. FA, SP**

Detailed analysis of specific areas of law that most impact the operation and management of business enterprises. Course serves as an introduction to the study of law as a discipline and as a preparation for those students planning to sit for the CPA examination. P. BUS 201; Junior standing.

**BUS 303. Achieving Financial Independence After College. 2 credits. FA, SP**

Course provides an overview of basic financial literacy topics, including but not limited to budgeting, saving, investing, debt management, insurance, taxes, employment benefits and retirement planning all from the point of view of a young graduate entering the workforce. P. Junior standing.



**BUS 321. Mock Trial Lecture. 2 credits. FA**

Exploration and analysis of the presentation of a Mock Trial. Course content changes from year to year. In even-numbered years, the cases presented are civil cases. In odd-numbered years, the cases presented are criminal cases. Some travel required. This course cannot be repeated.

**BUS 322. Mock Trial Practicum. 1 credit. SP**

Limited to students who want to develop a more in-depth knowledge of Mock Trial beyond the first course. Some travel required. P. BUS 321 or Instructor Consent.

**BUS 356. Business Ethics. 3 credits. FA, SP**

Study of the principles and practice of good moral behavior by the business community. Lectures may be supplemented by case discussion, community service, and other experiential activities that directly involve students in ethical and socially responsible behavior. P. Critical Issues in Human Inquiry course; PHL 270 or PHL 272; junior standing.

**BUS 366. Business Internships. 3 credits. FA, SP, SU**

This course is designed to award credit to students for major-related significant practical business experience. A qualifying internship should allow students to apply higher-level concepts and technical skills learned in the classroom to real work settings, and must be secured before a student registers for the class. Students must work 150 hours during a semester and complete all online course requirements, including readings, discussions, a performance evaluation from their supervisor and a paper that reflects upon their achievements. The course is graded on a satisfactory/unsatisfactory basis and only 3 hours of internship credit may be used to satisfy graduation requirements. P. Completion of at least 80 credit hours in the Heider College of Business; Instructor consent.

**BUS 435. iJay Practicum I. 3 credits. FA, SP**

In partnership with the iJay Store, an Apple Authorized Campus Store, the iJay Practicum offers students hands-on experience in the process of managing a retail operation. Students will be immersed in not only store operations, but also managerial decision-making at strategic and functional levels. A two-semester sequence. P. Heider College of Business students; Sophomore standing; Instructor consent.

**BUS 436. iJay Practicum II. 3 credits. FA, SP**

Continuation of BUS 435. P. BUS 435; Instructor consent.

**BUS 471. Strategic Management. 3 credits. FA, SP**

Strategic Management is a discipline that studies the variability of performance across organizations. Students will be exposed to the theories and models of both Competitive Strategy and Corporate Strategy. The course utilizes the case method of teaching to expose students to historical business scenarios that highlight the complexity of strategic decision making across multiple industries and countries. Class discussion, writing assignments, and presentations are used to promote critical thinking in the analysis of case details and the application of theoretical frameworks. As the capstone of the BSBA degree, the course requires students to apply all their acquired disciplinary knowledge in conjunction with the theories of strategic management to craft strategies that create sustained competitive advantage for organizations. P. Critical Issues in Human Inquiry; FIN 301; MKT 319; BUS 356; MGT 301 or MGT 371; Senior standing.

**BUS 479. Seminar in Business. 1-3 credits. FA, SP**

Exploration and analysis of selected problems, topics, and issues in today's business environment. Course content changes from semester to semester. This course is repeatable as long as topic differs (12 credits). P. Junior standing.

**BUS 491. The Business World: A Campus and Travel Course. 3 credits. OD**

This course is designed to provide a capstone travel experience in which students make on-site visits to a variety of organizations known for their business leadership and innovative practice. The overall aim is to complement a student's campus-based study of business concepts, processes, activities, and organizations. The course typically includes approximately 15 hours of on-campus study prior to and after the travel portion of the course. The travel portion of the course may involve various destinations. Note: A student in the Heider College of Business may only count up to six credit hours of travel courses toward their 128 credit hour program of study. P. Instructor consent.

**BUS 492. The Business World: An International Travel Course. 3 credits. OD**

This international travel course is designed to provide an opportunity to explore business practices and culture in a foreign country. The overall aim is to complement a student's campus-based study of business concepts, processes, activities, and organizations. The course typically includes on campus meetings prior to and after the travel portion of the course. The travel portion of the course involves one to two weeks of travel for on-site visits to a variety of local destinations that represent the country's business practices and culture. Note: A student in the Heider College of Business may only count up to six credit hours of travel courses toward their 128 credit hour program of study. P. Instructor Consent.

**BUS 493. Directed Independent Readings. 1-3 credits. OD**

Limited to students who want to develop a more in-depth knowledge of a subject beyond the regular course coverage and who have a QPA of 3.0 or better. P. Senior standing; department consent and Dean's approval. May be repeated for a limit of six credit hours.

**BUS 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a QPA of 3.0 or better. P. Senior standing; department consent and Dean's approval.

**BUS 556. Business, Faith, and the Common Good. 3 credits.**

Course helps students learn more about how business, faith, and the common good are interrelated. We look carefully at some of the well developed Catholic Social Thought writings devoted to faith and business, but we also consider Calvinist, Lutheran, Jewish, and other perspectives. Unique to this class is the fact that we bring in people from across the country to speak to interact with our seminar. P. Junior standing.

**Economics (ECO)****ECO 203. Introductory Microeconomics. 3 credits. FA, SP, SU**

Nature of economics and the economic problem. Principles and problems of resource allocation and income distribution in a market economy with special reference to the American economic system; basic microeconomics of the household, firm and product and factor markets.

**ECO 205. Introductory Macroeconomics. 3 credits. FA, SP, SU**

Microeconomics versus macroeconomics; major macroeconomic problems in an open economy. Measurement, analysis, and control of the overall levels of income, production, employment, and prices with a focus on the modern U.S. economy; monetary, fiscal and related policies for economic growth and stability. P. ECO 203.

**ECO 303. Intermediate Microeconomics. 3 credits. FA, SP**

Advanced analysis of resource allocation and income distribution. The individual household and market demand; market supply and production/cost relationships. Price and output decisions of firms in different types of market structures; factor market relationships. General equilibrium analysis and welfare economics. P. ECO 205; MTH 141 or MTH 245 or MTH 231.

**ECO 305. Intermediate Macroeconomics. 3 credits. SP**

Advanced analysis of the measurement, determination, and control of national income and product and the aggregate levels of employment and prices; problems of, and policies for, economic growth and stability. P. ECO 205; MTH 141 or MTH 245 or MTH 231.

**ECO 315. Money and the Financial System. 3 credits. FA**

Analysis of the functions of money; U.S. monetary and banking system and the role of financial markets; monetary policy, price level, interest rates, national income, and international finance. P. ECO 205.

**ECO 318. Economics of Public Finance. 3 credits. SP**

Theoretical and applied aspects of public budgetary management. Students learn the economic theories and economic tools used to analyze government budgets, expenditures, and taxation. Course also includes discussions of public policy issues from both a theoretical and pragmatic perspective. P. ECO 205.

**ECO 328. Public Choice. 3 credits. SP**

Application of economic analysis to politics with a focus on theoretical models and empirical analysis of voting and election systems, the rent seeking society, the legislative and executive branches of government, as well as bureaucratic agencies. The course concludes with an exploration of constitutional political economy models synthesizing public choice insights into a prescriptive institutional reform proposal. P. ECO 205.

**ECO 333. Economics of Sports. 3 credits. SP**

Economic analysis of the sports industry and its applications. Topics include industrial organization of sports, the public finance of sports, the labor economics of sports, and selected special topics such as the NCAA. P. ECO 205.

**ECO 353. Environmental Economics. 3 credits. SP (Same as EVS 353)**

The application of economic analysis to environmental issues. Emphasis on global environmental problems and policies and environmental problems and policies that are common to all nations. P. Junior standing.

**ECO 366. Economics Internship. 3 credits. FA, SP, SU**

This course is designed to award credit to students for major-related significant practical business experience. A qualifying internship should allow students to apply higher-level concepts and technical skills learned in the classroom to real work settings, and must be secured before a student registers for the class. Students must work 150 hours during a semester and complete all online course requirements, including readings, discussions, a performance evaluation from their supervisor and a paper that reflects upon their achievements. The course is graded on a satisfactory/unsatisfactory basis and only 3 hours of internship credit may be used to satisfy graduation requirements. P. Completion of at least 80 credit hours in the Heider College of Business; instructor consent.

**ECO 408. Current Issues in Social Economics and Political Economy. 3 credits. OD**

Selective examination of current socioeconomic problems confronting both developed and developing countries and the world at large in light of the major politico-economic philosophies of the day. P. ECO 205; junior standing.

**ECO 413. Market Power and Antitrust Policy. 3 credits. OD**

Study of the economic and legal forces affecting the evolution and performance of large firms in concentrated markets in the United States. Focus on the structure, conduct, and performance of concentrated industries and the role of the antitrust laws in regulating behavior in these industries. P. ECO 205; junior standing.

**ECO 418. Econometrics. 3 credits. FA, SP**

Application of economics, mathematics, and statistics to the quantification of economic relationships. Intensive use of computer. Satisfies Magis Core Doing Social Science. P. Junior standing; ECO 205; BIA 261 or PLS 310 or equivalent; Mathematical Reasoning course; Understanding Social Science course.

**ECO 423. Transportation Economics and Policy. 3 credits. OD**

Relationship of transportation to the national economy and to the business sector. Focus on principles of transportation economics, government regulation, passenger and freight transport, and such urban policy issues as energy and environment. P. ECO 205; junior standing.

**ECO 433. Regional Economic Analysis. 3 credits. OD**

Examination of regional economic problems and solutions as they relate to public policy initiatives. Course consists of theory development and empirical testing with statistical models. Emphasis on the use of the most recent advancements in computer hardware and software. P. ECO 205 or BIA 261.

**ECO 443. Labor Economics. 3 credits. OD**

The study of labor market theory and policy. The relevant theoretical analysis of labor demand and supply. Analysis of current labor market policies and institutions including discrimination, unemployment, immigration, minimum wages, and unions. P. ECO 205; junior standing.

**ECO 479. Seminar in Economics. 3 credits. OD**

Exploration and analysis of selected problems, topics, and issues in today's economic environment. Course content changes from semester to semester. This course is repeatable as long as topic differs (12 credits). P. Junior standing.

**ECO 492. Practicum in International Development. 3 credits. FA (Same as BIA 492, ENT 492)**

This interdisciplinary, service-learning course focuses on the deployment of educational technology and the development of entrepreneurial projects with a variety of partners in less economically developed countries. Students will enhance discipline-specific knowledge through their engagement with interdisciplinary teams and will travel to multiple sites in the country to train teachers on the use of educational technology and develop entrepreneurial projects with community leaders. Students will also examine the cultural and economic realities of life in rural areas of the country and utilize feedback, dialogue, and surveys from community visits to promote both a reflection on the experience, and a proposal of projects for future Practicum participants. P. BIA 253; Junior standing.

**ECO 493. Directed Independent Readings. 1-3 credits. OD**

Directed readings course investigating theory and problems in the field of economics. Limited to students who want to develop a more in-depth knowledge of a subject beyond the regular course coverage and who have a QPA of 3.0 or better. May be repeated for credit to a limit of six hours. P. Senior standing; department consent and Dean's approval.

**ECO 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics in theoretical/applied economics. Limited to students who want to develop a more in-depth knowledge of a subject beyond the regular course coverage and who have a QPA of 3.0 or better. May be repeated for credit to a limit of six hours. P. Senior standing; department consent and Dean's approval.

**ECO 508. History of Political Economy. 3 credits. FA, SP**

This course explores the evolution of economic thought through an understanding and comparison of economic theorists and scholars throughout history. The course critically examines the impact of changing social, political and economic conditions on the evolution of economic thought. P. ECO 303 or ECO 305 or equivalent for graduate students.

**ECO 513. Health Economics. 3 credits. OD**

Economic concepts and their application to the health services industry. Addresses demand, supply, distribution, utilization of resources, market theory and analytic techniques including cost-benefit and cost-effectiveness analysis. P. Junior standing; ECO 205 or equivalent for graduate students.

**ECO 518. Comparative Economic Systems. 3 credits. OD**

Analysis of modern variants of capitalism and socialism in light of the basic problems and principles applicable to all social economies. P. ECO 205 or equivalent for graduate students.

**ECO 528. International Economic Development. 3 credits. SP**

Contemporary theories of economic development and their relationship to areas of income distribution, population growth, urbanization, and economic growth in low- and middle-income countries. P. ECO 205 or equivalent for graduate students.

**ECO 538. International Economics. 3 credits. FA**

Basic theory of inter-regional and international trade; analysis of the international economy, including the institutions, procedures and policies of world trade and finance. Fulfills the College of Business requirements for an international course. P. ECO 205 or equivalent for graduate students.

**Entrepreneurship (ENT)****ENT 311. Innovation and Creativity. 3 credits. FA, SP**

An outcome-based course in which participants learn to recognize, analyze, and support the key determinants of individual and group creativity and innovation within a social venture context. Social innovation refers to new strategies, concepts, ideas and organizations that meet social needs of all kinds—from working conditions and education to community development and health—and that extend and strengthen civil society. By examining theoretical models and contemporary articles and cases on innovation within a social entrepreneurship framework, the course seeks to help students develop creative business options for organizing and implementing solutions to difficult problems facing the world. This course begins the social and general entrepreneurship major and concentration sequence. P. Completion of at least 45 hours of college credit.

**ENT 366. Entrepreneurship Internship. 3 credits. FA, SP**

This course is designed to award credit to students for major-related significant practical business experience. A qualifying internship should allow students to apply higher-level concepts and technical skills learned in the classroom to real work settings, and must be secured before a student registers for the class. Students must work 150 hours during a semester and complete all online course requirements, including readings, discussions, a performance evaluation from their supervisor and a paper that reflects upon their achievements. The course is graded on a satisfactory/unsatisfactory basis and only 3 hours of internship credit may be used to satisfy graduation requirements. P. Completion of at least 80 credit hours in the Heider College of Business; instructor consent.

**ENT 411. Finance for Entrepreneurial Ventures. 3 credits. FA, SP**

This course is designed to provide students with an exposure to financial concepts in entrepreneurship from both a theoretical and managerial perspective. It is available to graduate students as well as undergraduate students majoring or minoring in social, bioscience, or general entrepreneurship. In the course, students will be introduced to the differences between cash budgeting and financial accounting and will learn to read and interpret financial statements, understand different methods of valuing a start-up company, and be trained to identify a variety of funding mechanisms that are relevant to financing startup and growth, including grants, debt, and equity. Differences in technology and not-for-profit from more traditional businesses will also be explored. P. ECO 203.

**ENT 451. Vocation of the Business Leader. 3 credits. SP**

What does it mean to embrace the role of a business leader as a vocation? This course examines the answer to that question at length and in depth. Questions examined include: How should leaders lead and communicate for organizations in which social mission is a fundamental component? How should we view acquisition and execution of power where one's leadership role is embraced as vocation? What principles and values guide a company where business is positioned as a source of hope? What questions should leaders ask themselves to better understand the extent to which their organization is truly contributing to the common good? How can we use these principles to evaluate current organizations positioned on faith and social responsibility to assess the true effectiveness of their contribution to the common good of society? P. Senior standing.

**ENT 473. Venture Creation and Development. 3 credits. SP**

An experiential course on venture creation and entrepreneurship in which participants learn the following tools: opportunity/idea modeling, strategic pivoting, dynamic landscaping, tribe organizational structures, and pitch development. These cutting edge tools build the framework for robust and innovative entrepreneurial/intrapreneurial ventures for any ecosystem. This course caps all entrepreneurship major and minor concentration sequences. P. ENT 311 or ENT 418; ENT 411; MKT 319; Senior standing.

**ENT 475. Entrepreneurship Incubator. 3 credits. OD**

This course allows students who have completed ENT 473 (Venture Creation and Development) to implement the plans devised in either ENT 473 or working in conjunction with a local social business venture, either for-profit or not-for-profit. Students develop an organization or will work with an existing organization to deliver the products or services spelled out in their plan. Students taking this course will be required to obtain any funding that is required to carry out their proposed projects. P. ENT 473; instructor consent.

**ENT 479. Seminar in Entrepreneurship. 3 credits. FA, SP**

Exploration and analysis of selected problems, topics and issues in today's entrepreneurial environment. Course content changes from semester to semester. This course is repeatable as long as topic differs.

**ENT 491. The Entrepreneurship World: A Campus and Travel Course. 3 credits. OD**

This course is designed to provide a capstone travel experience in which students make on-site visits to a variety of organizations known for their business leadership and innovative practice in the field of entrepreneurship. The overall aim is to complement a student's campus-based study of entrepreneurship concepts, processes, and activities - as well as exemplar organizations. The course typically includes approximately 15 hours of on-campus study prior to and after the travel portion of the course. The travel portion of the course may involve various destinations. Note: A student in the Heider College of Business may only count up to six credit hours of travel toward their 128 credit hour program of study. P. Instructor consent.

**ENT 492. Practicum in International Development. 3 credits. FA (Same as BIA 492, ECO 492)**

This interdisciplinary, service-learning course focuses on the deployment of educational technology and the development of entrepreneurial projects with a variety of partners in less economically developed countries. Students will enhance discipline-specific knowledge through their engagement with interdisciplinary teams and will travel to multiple sites in the country to train teachers on the use of educational technology and develop entrepreneurial projects with community leaders. Students will also examine the cultural and economic realities of life in rural areas of the country and utilize feedback, dialogue, and surveys from community visits to promote both a reflection on the experience, and a proposal of projects for future Practicum participants. P. BIA 253; Junior standing.

**ENT 497. Directed Independent Research. 1-3 credits. FA, SP**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a GPA of 3.0 or better. May be repeated for credit to a limit of six hours. P. Senior standing; department consent, and Dean's approval.

**ENT 511. Finance for Entrepreneurial Ventures. 3 credits. FA, SP**

Available to graduate and undergraduate students, this course is designed to provide students with an exposure to financial concepts in entrepreneurship from both a theoretical and managerial perspective. (Students taking the course for graduate credit are typically required to complete additional work beyond the requirements for undergraduate credit.) In the course, students will be introduced to the differences between cash budgeting and financial accounting and will learn to read and interpret financial statements, understand different methods of valuing a start-up company, and be trained to identify a variety of funding mechanisms that are relevant to financing startup and growth, including grants, debt, and equity. Differences in technology and not-for-profit from more traditional businesses will also be explored. P. Instructor consent.

**ENT 551. Sustainable Enterprise and Social Entrepreneurship. 3 credits. FA**

The pervasiveness of business claims about being "green" and increased societal expectations for businesses to be "responsible" have brought sustainability into the mainstream. Companies desiring competitive advantage and leadership have embraced sustainability as an integral component of their strategy. At the same time, recognizing the capabilities of business, "social entrepreneurs" are moving to address problems previously assumed to be the responsibility of governments. Available to graduate and undergraduate students, this course will examine what it means to be "sustainable" and what strategies corporations employ in support of their sustainability mission. (Students taking the course for graduate credit are typically required to complete additional work beyond the requirements for undergraduate credit.) Additionally, the course will explore corporations' efforts to expand their markets to include the "base of the pyramid" as well as examples of social entrepreneurship ventures which aim to promote social welfare. P. Junior standing and Heider College of Business students, or instructor consent.

**ENT 555. Renewable Energy Strategy. 3 credits. OD**

Over the last decade, investment in renewable energy technologies and business ventures has increased markedly; spurred on mostly by rising energy costs and concerns regarding future carbon regulations. Available to graduate and undergraduate students, this course is designed to provide future managers with the skills to apply the tools of strategic management to the unique business challenges of the growing renewable energy sector. (Students taking the course for graduate credit are typically required to complete additional work beyond the requirements for undergraduate credit.) The case based teaching method will be utilized in the course. By examining real world examples of firms engaged in renewable energy business models, students will learn to identify where strategic management tools remain relevant and where these additional factors require an adaptation of traditional strategic thinking. P. Junior standing and Heider College of Business students, or instructor consent.

**ENT 573. Venture Creation and Development. 3 credits. SP**

Available to graduate and undergraduate students, this is an experiential course on venture creation and entrepreneurship in which participants learn the following tools: opportunity/idea modeling, strategic pivoting, dynamic landscaping, tribe organizational structures, and pitch development. (Students taking the course for graduate credit are typically required to complete additional work beyond the requirements for undergraduate credit.) These cutting edge tools build the framework for robust and innovative entrepreneurial/intrapreneurial ventures for any ecosystem. P. ENT 518; instructor consent.

**Finance (FIN)****FIN 301. Managerial Finance. 3 credits. FA, SP, SU**

Basic principles and techniques of financial management, including investment, financing, and working capital decisions. Emphasis on time value of money. Presentation of current theory and modern techniques. P. ACC 201; ECO 203; MTH 161; Sophomore standing.



**FIN 308. Investment Banking. 3 credits. FA**

This course introduces students to the field of investment banking. Students will learn to build the models and perform the analyses commonly used in investment banking, including discounted cash flow valuation and analysis, comparable company valuation and analysis, precedent transaction analysis, and restructuring and leveraged buyout analysis. There will be a significant application of Excel in model building. Students will also learn about the investment banking interview process and how to pursue internships and jobs in the field of investment banking. P. FIN 301.

**FIN 325. Investment Analysis. 3 credits. FA, SP, SU**

Basic principles and techniques of investment analysis and management. Concepts of risk and return are applied to a variety of financial instruments including stocks, bonds and derivatives. Modern portfolio theory and valuation techniques are emphasized. P. FIN 301.

**FIN 331. Real Estate Principles and Practices. 3 credits. FA, SP**

Study of basic real estate principles, including the nature of real estate markets, the financing of real estate investments, principles of mortgage financing, real estate law, and real estate management. Students will broaden their understanding of how the history of the real estate industry and how the regulatory environment of the industry have shaped the physical world they live in. P. Completion of 45 credit hours.

**FIN 340. Principles of Insurance. 3 credits. FA, SP**

Survey course that provides students with the fundamental knowledge and understanding of the many forms of social, government and private insurance. Students will learn about the basics of insurance contracts and the many forms of insurance policies. Students also gain an understanding of insurance regulation, as well as the functional operating areas of an insurance company. P. Completion of 45 credit hours.

**FIN 343. Social Insurance and Economic Security. 3 credits. OD**

Analysis of fundamental risks and available public and private measures against economic insecurity. Social security, workers' compensation, unemployment compensation, and public assistance will be explored in detail. P. Junior standing.

**FIN 350. Financial Statement Analysis. 3 credits. FA, SP**

This course emphasizes the fundamental techniques of financial statement analysis from both an investor equity and creditor viewpoint. The course builds upon a review of accounting and finance concepts, covering the interpretation, adjustments and analysis of financial accounting information, including the balance sheet, income statement and statements of cash flows. It also examines the use of accounting information for investment and credit decisions. P. FIN 301.

**FIN 353. Personal Financial Planning for Financial Planners. 3 credits. FA, SP, SU**

This course provides a broad overview of all financial planning areas, including risk management, employee benefits, estate, retirement and taxation. It also covers the personal financial planning process, ethics, and standards of professional conduct. It is designed for students interested in becoming financial planners or advisors, but is also appropriate for students with a strong interest in this area. P. Completion of 45 credit hours.

**FIN 355. Foundations of FinTech. 3 credits. FA, SP**

This course sets the stage for understanding the FinTech landscape and ecosystem. FinTech refers to financial sector innovations involving technology-enabled business models that can facilitate disintermediation. Students will learn about the emergence of new business models in various areas of payments, banking, insurance and wealth management. Other topics covered include the core technologies driving FinTech, including cryptocurrencies, Blockchain, smart contracts, artificial intelligence (AI) and Big Data. Finally, students will learn about technological advances in data and analytics that are enabling these innovations. P. FIN 301.

**FIN 361. Financial Institutions Management. 3 credits. FA, SP**

Analysis of the principles underlying decision-making in the administration of financial institutions, including banks and insurance companies, loan and investment portfolio problems and policies; pricing, underwriting, adjusting, and agency management. P. FIN 301.

**FIN 366. Finance Internship. 3 credits. FA, SP, SU**

This course is designed to award credit to students for major-related significant practical business experience. A qualifying internship should allow students to apply higher-level concepts and technical skills learned in the classroom to real work settings, and must be secured before a student registers for the class. Students must work 150 hours during a semester and complete all online course requirements, including readings, discussions, a performance evaluation from their supervisor and a paper that reflects upon their achievements. The course is graded on a satisfactory/unsatisfactory basis and only 3 hours of internship credit may be used to satisfy graduation requirements. P. Completion of at least 80 credit hours in the Heider College of Business; instructor consent.

**FIN 401. Advanced Managerial Finance. 3 credits. FA, SP**

This course builds upon tools and techniques developed in earlier finance courses to examine corporate financial decisions including capital budgeting, payout policy, and capital structure. Emphasis on the application of theory using case analysis. P. FIN 325.

**FIN 425. Security Analysis and Portfolio Management. 3 credits. FA, SP**

Analytical evaluation of the investment process emphasizing modern portfolio theory, equilibrium in the capital markets, option pricing theory, and evaluation of portfolio performance. P. FIN 325.

**FIN 433. Real Estate Finance. 3 credits. OD**

Introduction to the basic practices of real estate finance. Emphasis on mortgage and residential financing along with the analysis of income-producing properties. P. FIN 301 or department consent.

**FIN 435. Portfolio Practicum I. 3 credits. FA**

A two-semester sequence. Offers practical experience in investments by managing financial assets. Focus on economic and industry analysis and the determination of their effect on investment decisions; money and capital market forecasts; selection of individual securities; and the development of a portfolio strategy. P. FIN 325; senior standing; department consent.

**FIN 436. Portfolio Practicum II. 3 credits. SP**

Continuation of FIN 435. P. FIN 435; department consent.

**FIN 458. Cases in Financial Planning. 3 credits. SP**

This course examines professional issues in financial planning, including ethical considerations, regulation and certification requirements, written communication skills, professional responsibility, and client-centered financial behavior issues. Students are expected to utilize skills obtained in previous financial planning curriculum courses and personal work experiences, in the completion of comprehensive cases, mini-cases, and analytical calculations. P. FIN 325, FIN 340, and FIN 511.

**FIN 479. Seminar in Finance. 3 credits. FA, SP**

Exploration and analysis of selected problems, topics, and issues in today's financial environment. Course content changes from semester to semester. This course is repeatable as long as topic differs (12 credits). P. Junior standing.

**FIN 488. CFA Level I Review. 3 credits. SP**

The course is focused on preparing students to take the Level I CFA. Topics include a review of economics, financial statement analysis, corporate finance, statistics and others but also introduces students to new topic areas not previously studied. Each of the topic areas is covered in a highly accelerated manner. Topics change each year as the CFA curriculum changes. The course is only open to students who have registered for the CFA Level I exam. P. Senior standing; FIN 325; FIN 350; IC; Must be registered for a CFA Level I exam.

**FIN 491. The Financial World: A Campus and Travel Course. 3 credits. W**

Course designed to provide students with on-site understanding of financial processes to complement campus-based study of the same topics. Includes up to 20 hours of on-campus study prior to the travel portion of the course which will comprise up to 30 hours of study with experts in the field. Various destinations. P. Senior standing; completion of at least 6 credit hours of Group VI courses required for a finance major.

**FIN 493. Directed Independent Readings. 1-3 credits. OD**

Directed readings course investigating current developments in theory and problems in the field of finance. Limited to students who want to develop a more in-depth knowledge of a subject beyond the regular course coverage and who have a QPA of 3.0 or better. May be repeated for credit to a limit of six hours. P. Senior standing; department consent and Dean's approval.

**FIN 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a QPA or 3.0 or better. May be repeated for credit to a limit of six hours. P. Senior standing; department consent and Dean's approval.

**FIN 505. Financial Modeling. 3 credits. FA, SP**

The course is designed to help students learn how to use spreadsheets (Microsoft® Excel) to solve a variety of financial problems. The course is relatively 'hands-on' and will help students develop skills useful in a variety of jobs in finance, accounting, insurance, real estate and management. After completing this course, students should be able to use Excel to solve a range of common problems in investments, small business finance, and corporate finance. P. FIN 301; senior standing; Heider College of Business students only.

**FIN 511. Retirement Planning and Employee Benefits. 3 credits. FA**

This course focuses on retirement preparation. It includes the importance of retirement planning; an evaluation of the client's needs; an understanding of Social Security and Medicare; and qualified and non-qualified retirement plans. P. FIN 340 and FIN 353 or department consent.

**FIN 512. Estate Planning and Taxation. 3 credits. SP**

This course focuses on the efficient management and transfer of wealth, consistent with the client's goals. It is a study of the legal, tax, financial and non-financial aspects of this process, covering topics such as trusts, wills, probate advanced directives, charitable giving, wealth transfers and related taxes. P. FIN 353 or department consent.

**FIN 513. Life Insurance Financial Planning. 3 credits. OD**

This class will focus on understanding of Individual Life Insurance as a key cornerstone of the financial planning and risk management processes. This course will examine life insurance from several perspectives including insurance principles, product forms, and standard policy characteristics. This course will also cover basic concepts of personal risk management and insurance planning considerations related to the unique variations of different product designs. Examines different forms of risk-based perspectives including underwriting classifications, reinsurance, and underlying company investment and reserving issues. Concludes life insurance marketing, and understanding life insurance company accounting, financial statements and rating systems. This course covers the materials required for educational credit towards the CLU professional designation. P. Junior standing; ECO 203, FIN 340, or department consent; elementary level skills in Microsoft Office Suite.

**FIN 514. Planning for Business and Professionals. 3 credits. OD**

This class will focus on understanding the risk management issues related to the different forms of business ownership and the associated planning considerations of each. This course will cover basic concepts of risk management and insurance planning considerations related to the unique variations of different business forms and the professionals who are responsible for business management decisions. Examines different forms of business from various risk based perspectives, issues related to business continuation, and buy-sell agreements. Explores planning for business liquidation, stock redemption and disposition of business interests among partners or groups. Concludes with planning and risk management decisions associated with death and disability of owners and/or key employees, keeping businesses within families, and managing risks within closely held businesses. This course covers the materials required for educational credit towards the CLU professional designation. P. Junior standing; ECO 203, FIN 301, FIN 513, or department consent; elementary level skills in Microsoft Office Suite.

**FIN 558. International Financial Management. 3 credits. SP, SU**

An overview of the financial issues involved in international business. Focus on the environment of international financial management, foreign exchange risk management, multinational working capital management, foreign investment analysis, financing foreign operations and international banking. P. FIN 301.

**Freshman Seminar (FRS)****FRS 112. Freshman Seminars For Business Administration Students. 1 credit.**

Freshman Seminar is a semester-long course which meets once a week to explore the nature of life in the University setting, specific areas within each school or college, and survival skills for the academic arena. It facilitates student/faculty interaction and involves in-depth personal and academic advising, as well as an introduction to the variety of Creighton curricular and extracurricular opportunities.

**FRS 212. Freshman Seminar Leadership For Business Administration Students. 1 credit.**

Following a month of training in the prior spring semester, the student Freshman Seminar leader assists a faculty adviser in the direction of a Freshman Seminar Section. The student leader joins with the faculty adviser in socializing new freshmen to the academic environment through mentoring, modeling, and problem-solving. P. Approval of Program Director.

**Management (MGT)****MGT 271. Organizational Behavior. 3 credits. FA, SP, SU**

Organizational behavior examines human behavior in work settings and the impact of both group and individual factors on that behavior. This course introduces students to the relevant topics of the field and how these topics influence job performance and work attitudes. Students will explore the topics addressing the management of individuals, the management of teams and groups, and the management of organizations. Specific topics may include the study of managerial decision-making, employee motivation, organizational politics, organizational culture and organizational design. P. Sophomore standing; PSY 201 strongly recommended.

**MGT 301. Managerial Process And Organizational Behavior. 3 credits. FA, SP, SU**

Introduces the principal duties of managers in modern organizations and the processes they use to promote employee satisfaction and performance. Students will explore the topics addressing the management of individuals, the management of teams and groups, and the management of organizations. Specific topics may include the study of leadership philosophies, organizational structure and design, managerial decision-making, employee motivation, managing group dynamics, team building, leadership, and communication. P. 45 credit hours completed; Contemporary Composition course.

**MGT 341. Advanced Organizational Behavior. 3 credits. OD**

Development of an in-depth understanding of behavioral concepts, methods, and skills which underlie managerial competence in preventing and solving problems within and between individuals and groups. Theoretical review of motivation, group dynamics, leadership behaviors, and organizational change. Various laboratory exercises and cases are used to highlight the concepts and furnish practice in applying them to management problems. P. MGT 301 or MGT 271.

**MGT 351. Personnel/Human Resources Management. 3 credits. OD**

Management's approach to and the principles for handling the human factor in an enterprise to maximize the productive efficiency of the firm through sound procurement, development, utilization, and maintenance of its human resources. Emphasis placed on personnel theory. Findings of the behavioral and social sciences as they relate to work are integrated with personnel philosophy, policy, and practice. P. MGT 301 or MGT 271; junior standing.

**MGT 371. Leadership Skills. 3 credits. FA, SP**

Leadership Skills provides students with the opportunity to learn and develop the knowledge, skills, and abilities necessary to manage effectively in dynamic workplaces. The course is designed so that students are able to actively engage in the development of their own personal skills and apply those skills to situations that may arise while managing others. Specific topics may include the challenges of management as it pertains to the following: groups and teams, conflict resolution, organizational change, diversity and inclusion, and cross cultural management. An emphasis will be placed on experiential learning and developing specific skills such as communicating effectively, providing and receiving feedback to and from others, and coaching/mentoring. P. Junior standing; COM 203; ENG 203; MGT 271.

**MGT 373. International Management. 3 credits. SP**

A global perspective of the practice of management. Topics include issues of social responsibility, corporate strategy, communication, and human resource management. P. MGT 301 or MGT 271.

**MGT 385. Production and Operations Management. 3 credits. FA, SP**

Course treats production and operations as a major function area of business and stresses the management of the production and operations function. Where appropriate, quantitative topics are presented and solution techniques introduced to achieve a balanced view. P. BUS 229 or BIA 261; junior standing.

**MGT 421. Recruitment and Selection. 3 credits. SP**

This course is designed to provide an in-depth look at staffing and selection as a critical function of the human resources department in an organization. Students are introduced to the theory and methods for the recruitment and selection of employees. Specific topics may include equal employment opportunity, job analysis, job evaluation, and selection techniques with high levels of reliability and predictive validity. P. MGT 271 or MGT 301.

**MGT 431. Training and Development. 3 credits. FA**

This course is designed to provide students with an understanding of training, development, and organizational learning. In this course, students will learn how to conduct a needs assessment to determine training and development objectives, as well as how to design effective training and development programs using multiple methods to foster organizational learning. In addition, students learn to evaluate the effectiveness training and development programs. The course will also examine relevant topics of interest such as automation, technology, diversity, and career management. P. MGT 271 or MGT 301.

**MGT 479. Seminar in Management. 3 credits. FA, SP**

Exploration and analysis of selected problems and issues in today's business environment. Course content necessarily changes each semester as selected issues are discussed. This course is repeatable as long as topic differs (12 credits). P. MGT 271 and MGT 301.

**MGT 491. The Management World: A Campus and Travel Course. 3 credits. OD**

This course is designed to provide a capstone travel experience in which students make on-site visits to a variety of organizations known for their business leadership and innovative practice in the field of management. The overall aim is to complement a student's campus-based study of management concepts, processes, activities, and organizations. The course typically includes approximately 15 hours of on-campus study prior to and after the travel portion of the course. The travel portion of the course may involve various destinations. Note: A student in the Heider College of Business may only count up to six credit hours of travel courses toward their 128 credit hour program of study. P. Instructor consent.

**MGT 493. Directed Independent Readings. 1-3 credits. OD**

Limited to students who want to develop a more in-depth knowledge of a management subject beyond the regular course coverage and who have a QPA of 3.0 or better. P. Senior standing and Dean's approval.

**MGT 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a QPA or 3.0 or better. P. Senior standing; department consent and Dean's approval.

**Marketing (MKT)****MKT 319. Principles of Marketing. 3 credits. FA, SP, SU**

This course uses a managerial approach to present the fundamental concepts and principles associated with the discipline of marketing, with emphasis on understanding the marketing concept and appropriate marketing strategy. Topics include strategic planning, purchase behavior, marketing research, market segmentation, and traditional marketing mix elements (e.g., product, price, promotion, distribution). P. ECO 203 and 45 completed credit hours.

**MKT 333. Consumer and Market Behavior. 3 credits. SP**

Study of acts of individuals involved in obtaining and using economic goods and services, including the decision processes that precede and determine those acts: consideration of the sociological, psychological, and economic aspects of purchase behavior. P. MKT 319; junior standing.

**MKT 335. Sales Management. 3 credits. OD**

Role of the sales administrator as a professional marketing executive. Problems of organization, planning and control of sales; formulation of sales policies and management of the sales force. P. MKT 319; junior standing.

**MKT 343. Marketing Research. 3 credits. FA**

Basic research concepts and techniques; application of research findings to the formulation of marketing policies. P. MKT 319; BUS 229 or BIA 261; junior standing.

**MKT 353. Advertising and Promotion. 3 credits. FA**

The formulation and implementation of marketing communication policies and strategies relative to the total internal and external communication systems. Includes advertising, personal selling, sales promotion, and other marketing communications. P. Strategic Marketing majors only; MKT 333; junior standing.

**MKT 355. Services Marketing. 3 credits. OD**

Strategies for marketing services. Emphasis on the distinctive challenges and approaches that make marketing of services different from marketing of manufactured goods. P. MKT 319; junior standing.

**MKT 361. Marketing Analytics. 3 credits. FA, SP**

In this course, students will study various tools for generating marketing insights from data in such areas as segmentation, targeting and positioning, customer lifetime analysis, customer choice, marketing resource allocation and optimization, text analysis, and search analytics. The course will provide hands-on applications of the methods taught in class and case studies that illustrate how these methods are applied in practice. P. BIA 261, MKT 319; Junior Standing.

**MKT 363. Global Marketing. 3 credits. FA, SP**

Strategic management of international marketing activities of the firm. Planning, organizing, and implementing international marketing programs for industrial and consumer goods. Emphasis on the influence of environmental differences on marketing decisions in various countries. Lecture and case method utilized. P. MKT 319; junior standing.

**MKT 366. Marketing Internship. 3 credits. FA, SP, SU**

This course is designed to award credit to students for major-related significant practical business experience. A qualifying internship should allow students to apply higher-level concepts and technical skills learned in the classroom to real work settings, and must be secured before a student registers for the class. Students must work 150 hours during a semester and complete all online course requirements, including readings, discussions, a performance evaluation from their supervisor and a paper that reflects upon their achievements. The course is graded on a satisfactory/unsatisfactory basis and only 3 hours of internship credit may be used to satisfy graduation requirements. P. Completion of at least 80 credit hours in the Heider College of Business; instructor consent.

**MKT 377. Public Relations. 3 credits. FA**

The day when an organization could control its environment are over, if they ever existed. While a firm may control what it says, it must actively manage the process that builds mutually beneficial relationships between organizations and their publics. This is called Public Relations. Students will understand in depth its many aspects: reputation management, crisis communication, and its role in sense-making in organizations. P. MKT 319; junior standing.

**MKT 433. Digital Marketing. 3 credits.**

Digital platforms like websites, email, social, and search engines have expanded the ways that companies can communicate with their customers. While most people are initially attracted to digital because of the excitement of new media, digital is fundamentally changing the marketing function. At the heart of marketing lie the consumers and their marketing journey through the stages of awareness, intent, conversion, and retention. In this course, students will learn how digital has revolutionized the interactions between firms and consumers along this journey. Digital marketing offers powerful tools to reach consumers along the funnel: online display ads raise awareness, search engine reaches consumers with intent, website facilitates conversion, and lastly, social media and email marketing help retain customers. P. BIA 253; BUS 229 or BIA 261; MKT 319.

**MKT 435. Agency Practicum I. 3 credits. FA, SP**

This course blends theory with practice in providing students with hands-on management of a marketing services agency. Students will solicit clients, develop and execute strategic plans and tactics, and bill for services. This is a two-semester sequence of two credits per semester. P. MKT 353, MKT 377, or MKT 433; Junior Standing; Department consent.

**MKT 436. Agency Practicum II. 3 credits. FA, SP**

Continuation of MKT 435. P. MKT 435; Department consent.

**MKT 453. Sports and Special Event Marketing. 3 credits. FA**

This course is designed to help students develop an understanding of strategic marketing concepts and activities as they apply to the sports and special events contexts. Marketing concepts and activities will be examined as they relate to the marketing of sports and marketing through sports. P. MKT 319; junior standing.

**MKT 473. Marketing Management: Policy and Strategy. 3 credits. SP**

Formulation and application of marketing strategies and policies by the analysis and solution of industrial and consumer goods cases dealing with the market, product, channels, selling, legislation, and the total marketing program. P. MKT 319; MGT 301 or MGT 271; FIN 301; senior standing; marketing majors only.



**MKT 479. Seminar in Marketing. 2-3 credits. FA, SP**

Exploration and analysis of selected problems and issues in the marketing area of today's business environment. Course content changes from semester to semester. This course is repeatable as long as topic differs (12 credits). P. MGT 271 and MGT 301.

**MKT 491. The Marketing World: A Campus and Travel Course. 3 credits. OD**

This major elective is designed to provide a capstone travel experience in which students make on-site visits to a variety of organizations known for their business leadership and innovative practice in the field of marketing. The overall aim is to complement a student's campus-based study of marketing concepts, processes, activities, and organizations. The course typically includes approximately 15 hours of on-campus study prior to and after the travel portion of the course. The travel portion of the course may involve various destinations. Note: A student in the Heider College of Business may only count up to six credit hours of travel courses toward their 128 credit hour program of study. P. Senior standing; Marketing majors only; instructor consent.

**MKT 493. Directed Independent Readings. 1-3 credits. OD**

Limited to students who want to develop in-depth knowledge of a marketing subject beyond regular course coverage or to investigate current developments in marketing theory and practice. Course is limited to students who have a 3.0 or better. P. Heider College of Business students only; senior standing; department consent and Dean's approval.

**MKT 497. Directed Independent Research. 1-3 credits. OD**

Supervised independent research on topics beyond the regular course coverage. Course is limited to students who have a QPA of 3.0 or better. P. Senior standing; department consent and Dean's approval.

**Negotiation and Conflict Resolution (NCR)****NCR 212. Conflict Engagemnt/Negotiation. 3 credits.**

Through this course students will gain an introductory understanding of conflict analysis and recognize a wide range of contexts in which conflict occurs. This course compares and contrasts the commonly encountered distributive bargaining style of negotiation and an integrative style of negotiation, which aspires to result in "win-win" resolutions. Students will become adept at applying the style most appropriate for the situation. The course will constantly shift students between both the theoretical and practical levels: Students will be introduced to state of the art theories of negotiation and they will implement these theories through interactive simulations and other forms of experiential learning. These two levels combined allow students to compare theory and practice as well as reflect on their own strengths and weaknesses as negotiators. P. Student in the College of Nursing.

**Ratio Studiorum Program (RSP)****RSP 103. An Introduction to the Culture of Collegiate Life. 1 credit. FA**

This course introduces first-year students in the Heider College of Business to life at Creighton University. In addition to the topics common to all 100-level RSP courses, students learn about the College's Ratio Studiorum, or plan of study, including the College's six learning objectives and degree requirements (major and minor). Course readings and class discussions focus on concepts of leadership and the College's leadership development program. The course is taught by a Faculty Preceptor, supported by a Decurion (an upperclassman personally invited by the Preceptor).