HEIDER COLLEGE OF BUSINESS

AACSB Accreditation

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

BSBA Heider Mindset Curriculum

The Heider Mindset Curriculum is a state-of-the-art, yet timeless, curriculum that focuses on development of six mindsets that are essential for the future of business practice: Analytical, Cross-Cultural, Collaborative, Action, Service, and Reflective. As students develop these mindsets, they will acquire the knowledge, skills, and dispositions needed to successfully adapt to an ever-changing business world over a career and lifetime.

Program Learning Goals & Student Learning Outcomes

As guided by our mission and identity statements, the program learning goals (PLGs) and student learning outcomes (SLOs) below are written to reflect our beliefs about the attributes of business leaders who exemplify the Jesuit ideals and the Heider Mindsets.

Creighton-formed business leaders will:

PLG 1. Exhibit knowledge essential for business practice.
SLO 1A. Demonstrate essential knowledge in each functional business area.

PLG 2. Develop the skills to engage professionally with others.
SLO 2A. Demonstrate effective communication in written, oral, and visual formats.
SLO 2B. Demonstrate knowledge of strategies to work effectively with others regardless of race, ethnicity, culture, gender, religion, and sexual orientation.

PLG 3. Think critically to aid decision-making.
SLO 3A. Analyze a business situation and propose a course of action.
SLO 3B. Use a software tool to analyze quantitative data and interpret the results.

PLG 4. Commit to action that demonstrates care for others.
SLO 4A. Analyze a business ethics situation and propose a course of action.
SLO 4B. Engage in and reflect on experiences aimed at promoting justice for the poor and marginalized.

PLG 5. Exhibit personal habits consistent with leadership formation.

SLO 5A. Reflect on and articulate personal and professional formation.

BSBA Degree Requirements and Curriculum

The University will confer the degree of Bachelor of Science in Business Administration (BSBA) on students who successfully complete all of the following requirements of the Heider Mindset Curriculum: Magis Common Core and Heider Business Core Curricula, a Heider Major, and Electives. In addition, a candidate for a degree must:

- Complete requirements for a Heider College major, achieving a grade point average (GPA) of 2.00 or above for all required courses in a major
- Complete BUS 471 Strategic Management with a grade of "C" or better
- Earn a minimum of 128 credit hours, including:
  - 48 credit hours in courses numbered 300 or above
  - 48 credit hours earned at Creighton, including the final 32
  - 32 credit hours of business coursework earned at Creighton
- Achieve overall cumulative GPA of 2.00 or above

To reach the minimum 128 credit hours in four years, a student must average successful completion of 16 credit hours per semester. Normally, students must register for not less than 12 credit hours nor more than 18 credit hours in each semester. The privilege of carrying more than 18 credit hours is contingent upon the student’s grade point average, requires written approval of the Dean, and is subject to additional tuition charges.

Approval of the faculty advisor and the Dean is required for semester study abroad programs, including electives taken while abroad to be counted toward graduation.

BSBA Heider Mindset Curriculum - Overview

The Heider Mindset Curriculum is a state-of-the-art, yet timeless, curriculum that focuses on development of six mindsets that are essential for the future of business practice: Analytical, Cross-Cultural, Collaborative, Action, Service, and Reflective. As students develop these mindsets, they will acquire the knowledge, skills, and dispositions needed to successfully adapt to an ever-changing business world over a career and lifetime.

The BSBA Heider Mindset Curriculum requires students to complete the Magis Common Core, Heider Business Core, a Heider Major, and Electives, as needed, to reach the minimum of 128 credit hours. Students may use electives to complete an academic minor and/or a second major.

Magis Common Core

The Magis Common Core serves as the cornerstone of Creighton University education, laying a shared foundation for all undergraduate students. Heider students typically complete Magis Foundations and Magis Explorations courses in their first and second years. The Magis Common Core also requires a series of Designated courses, which are embedded in the Heider Business Core and provide business-specific treatment of Ethics, Oral Communication, Written Communications, Statistical Reasoning, and Technology.
**Heider Business Core**

The Heider Business Core requires students to complete a common set of courses across a wide variety of business topics, disciplines, and functional areas. Lower Division courses cover accounting, economics, business law, information systems, and organizational behavior. Upper Division courses cover finance, marketing, production and operations management, business ethics, and leadership. BUS 471 Strategic Management is a capstone course for all Heider students.

Students are also required to complete General courses in the Heider Business Core, including business writing skills, presentation skills, statistics, and analytics.

A unique feature of the Heider Business Core is the required Kingfisher Concentration, named after Creighton's Kingfisher Institute, whose vision is that “liberal arts and professional education complement and reinforce one another.” The purpose is to encourage students to find an area of depth that supports growth in at least one mindset, allows personalization of liberal arts coursework, and complements a student’s choice of major. Students must complete a Kingfisher Concentration comprised of at least nine credit hours (typically three courses) drawn from an academic minor or another approved area of concentration in the College of Arts & Sciences. When choosing a Kingfisher Concentration, students are encouraged to seek guidance from their academic advisor. Information on available Kingfisher Concentrations offered by the College of Art & Sciences may be accessed here (http://catalog.creighton.edu/undergraduate/arts-sciences/kingfisher-concentration/).

**Heider Major**

Students in the Heider College pursuing the BSBA must complete an academic major in one of the following fields of concentration: Accounting, Business Intelligence & Analytics, Economics, Finance, Finance & Technology, Management, Marketing, or International Business.

It is recommended that students select a major by the end of the first semester of their junior year. A major must be officially declared prior to the student's final semester. Some majors require departmental approval and have acceptance requirements that differ from general graduation requirements. For specific requirements, refer to the major page.

**Electives**

As needed, students will complete electives to reach the minimum of 128 credit hours required for graduation. With careful planning, students may use these electives to complete a second Heider major. Heider students may also complete a second major in the College of Arts & Sciences (A&S). The second major in A&S is in addition to the BSBA degree; students do not, however, receive a BA or BS degree from the College of Arts and Sciences.

Students may also complete electives that fulfill requirements for an academic minor. Indeed, completion of the Kingfisher Concentration often fulfills half of the necessary coursework required for a minor in the College of Arts & Sciences.

**BSBA Heider Mindset Curriculum - Requirements**

**Summary**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magis Common Core Curriculum</td>
<td>16-17 credits</td>
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<tr>
<td>Magis Common Core - Foundations</td>
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**BSBA Heider Mindset Curriculum - Requirements Detail**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<td>Magis Common Core Curriculum</td>
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<td>34-35</td>
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<td>Foundations</td>
<td></td>
<td>16-17</td>
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<tr>
<td>Contemporary Composition</td>
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<td></td>
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<tr>
<td>Critical Issues in Human Inquiry + Oral Communication (COM 101)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mathematical Reasoning (MTH 141, MTH 231, or MTH 245)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philosophical Ideas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Christian Tradition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explorations</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Understanding Natural Science (CSC 121)</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Understanding Social Science (PSY 201)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Global Perspectives in History</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethics (PHL 270 or PHL 271 or PHL 272)</td>
<td></td>
<td>1</td>
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<tr>
<td>The Biblical Tradition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integratections</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS 471 - Strategic Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designated Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heider Business Core Curriculum</td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>Heider Business Core - General</td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

1. Students will fulfill the Magis Common Core – Integrations requirement by completing BUS 471 Strategic Management, a course required in the BSBA Heider Business Core. No additional credit hours are necessary.

2. Students will fulfill the Magis Common Core – Designated Courses requirements by completing five courses required in the BSBA Heider Business Core. These designated courses cover Ethics, Oral Communications, Written Communications, Statistical Reasoning, and Technology. No additional credit hours are necessary.
Heider College of Business

RSP 103  An Introduction to the Culture of Collegiate Life
Business Writing Skills - ENG 203
COM 203  Applied Communication for Business Success
MTH 161  Business Statistics
BIA 261  Business Analytics
Kingfisher Concentration

Heider Business Core - Lower Division 21 credits
ACC 201  Introduction to Financial Accounting
ACC 202  Introduction to Managerial Accounting
ECO 203  Introductory Microeconomics
ECO 205  Introductory Macroeconomics
BUS 201  Legal Environment of Business
BIA 253  Management Information Systems
MGT 271  Organizational Behavior

Heider Business Core - Upper Division 21 credits
Global and Cross-Cultural Business 5
FIN 301  Managerial Finance
MKT 319  Principles of Marketing
BUS 356  Business Ethics
MGT 371  Leadership Skills
MGT 385  Production and Operations Management
BUS 471  Strategic Management

Heider Major 18-30 credits
See Major Field of Concentration Requirements
Electives  Varies by student

Opportunity to Complete Second Major and/or Academic Minor

Total Credits Required for Graduation with GPA of 2.00 or above 128 credits

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1 All Heider students are strongly encouraged to complete a Philosophical Ethics course (PHL 270 Philosophical Ethics, PHL 271 Philosophical Ethics: Cortina Community, or PHL 272 Philosophical Ethics: Poverty) because any of these courses fulfill both the Magis Common Core: Ethics requirements and the prerequisite for BUS 356 Business Ethics. Courses in Theological Ethics (i.e., THL 27X) do not fulfill the prerequisite for BUS 356 Business Ethics.

2 All Heider students are required to complete CSC 121 Computers and Scientific Thinking to fulfill the Magis Common Core: Understanding Natural Science Requirement.

3 All Heider students are required to complete PSY 201 Introductory Psychology to fulfill the Magis Common Core: Understanding Social Science requirement.

4 Students pursuing the BSBA Heider Mindset Curriculum must complete a "Kingfisher Concentration" (KC) comprised of at least nine credit hours (typically three courses) drawn from an academic minor or another approved area of concentration in the College of Arts & Sciences (A&S). Heider students are required to declare a KC and are strongly encouraged to do so prior to the end of the first semester of their junior year. Students must declare a KC prior to filing the Application for Degree in the spring of their senior year or in their final semester. Where applicable, students may double-count Magis Common Core courses toward their KC. In turn, students may count KC courses toward completion of a Heider major, A&S major, or A&S minor. Students may apply no more than one course taken outside of Creighton toward a KC.

5 For the Global and Cross-Cultural business requirement, select among ACC 538 International Accounting, ECO 528 International Economic Development, FIN 558 International Financial Management, MKT 363 Global Marketing, ECO 518 Comparative Economic Systems, ECO 538 International Economics, MGT 373 International Management. If applicable, students may apply their Cross-Cultural Business course to their Heider Major. No other courses from the Heider Business Core – Upper Division or Heider Business Core – Lower Division may be applied toward a Heider Major.

BSBA Heider Mindset Curriculum - Sample Plan of Study

Outlined here is a sample of a program that a typical student follows during the freshman and sophomore years. Bear in mind that each student’s actual plan will vary based on their unique circumstances. The program for the junior and senior years will depend heavily on a student’s choice of Heider major and whether or not a student pursues an additional major or minor.

The Heider College of Business Dean’s Office has available curriculum checklists for all majors. Junior and senior year course planning requires an understanding of degree requirements and attention to the Schedule of Courses and Catalog.

Academic advising is performed by faculty members and department chairs in the Heider College of Business. During a student’s freshman year, students are assigned to faculty advisors through the RSP. Later, students are reassigned to advisors within the respective discipline when a major field of concentration has been declared. Advisors serve as facilitators of communication, perform academic progress reviews, assist students in career planning, and offer mentoring. Frequent advisor contact will help ensure students have current academic information and are making adequate progress toward educational and professional goals.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 203</td>
<td>Introductory Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MTH 161</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>Philosophical Ideas - PHL 11X</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Contemporary Composition - ENG 15X</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Critical Issues &amp; Human Inquiry</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COM 101</td>
<td>Digital Communication Lab</td>
<td>1</td>
</tr>
</tbody>
</table>

Fall

Freshman
RSP 103  An Introduction to the Culture of Collegiate Life  1

| Term Credits | 17 |

**Spring**

ACC 201  Introduction to Financial Accounting  3

ECO 205  Introductory Macroeconomics  3

CSC 121  Computers and Scientific Thinking  3

MTH 141  Applied Calculus  3

The Christian Tradition - THL 11X  3

| Term Credits | 15 |

**Sophomore**

**Fall**

PSY 201  Introductory Psychology  3

ACC 202  Introduction to Managerial Accounting  3

BIA 261  Business Analytics  4

COM 203  Applied Communication for Business Success  1.5

ENG 203  Telling Your Story: Business Writing Skills Intensive  1.5

The Biblical Tradition  3

| Term Credits | 16 |

**Spring**

BUS 201  Legal Environment of Business  3

BIA 253  Management Information Systems  3

MGT 271  Organizational Behavior  3

MKT 319  Principles of Marketing  3

Philosophical Ideas - PHL 27X  3

Global Perspectives in History  3

| Term Credits | 18 |

**BSBA Degree Requirements and Curriculum for Students Pursuing Pre-Health Sciences**

This unique program allows you to earn your BSBA degree while also completing the science courses required for professional school in just four years of undergraduate education.

The University will confer the degree of Bachelor of Science in Business Administration (BSBA) on students who successfully complete all of the following requirements of the Heider Mindset Curriculum: Magis Common Core and Heider Business Core Curricula, a Heider Major, and Electives. In addition, a candidate for a degree must:

- Complete requirements for a Heider College major, achieving a grade point average (GPA) of 2.00 or above for all required courses in a major
- Complete BUS 471 Strategic Management with a grade of "C" or better
- Earn a minimum of 128 credit hours, including:
  - 48 credit hours in courses numbered 300 or above
  - 48 credit hours earned at Creighton, including the final 32
  - 32 credit hours of business coursework earned at Creighton
- Achieve overall cumulative GPA of 2.00 or above

To reach the minimum 128 credit hours in four years, a student must average successful completion of 16 credit hours per semester. Normally, students must register for not less than 12 credit hours nor more than 18 credit hours in each semester. The privilege of carrying more than 18 credit hours is contingent upon the student’s grade point average, requires written approval of the Dean, and is subject to additional tuition charges.

Approval of the faculty advisor and the Dean is required for semester study abroad programs, including electives taken while abroad to be counted toward graduation.

**BSBA Heider Mindset Curriculum – Overview**

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The BSBA Heider Mindset Curriculum requires students to complete the Magis Common Core, Heider Business Core, a Heider Major, and Electives, as needed, to reach the minimum of 128 credit hours. Students may use electives to complete an academic minor and/or a second major.

**Magis Common Core**

The Magis Common Core serves as the cornerstone of Creighton University education, laying a shared foundation for all undergraduate students. Heider students typically complete Magis Foundations and Magis Explorations courses in their first and second years. The Magis Common Core also requires a series of Designated courses, which are embedded in the Heider Business Core and provide business-specific
treatment of Ethics, Oral Communication, Written Communications, Statistical Reasoning, and Technology.

**Heider Business Core**
The Heider Business Core requires students to complete a common set of courses across a wide variety of business topics, disciplines, and functional areas. Lower Division courses cover accounting, economics, business law, information systems, and organizational behavior. Upper Division courses cover finance, marketing, production and operations management, business ethics, and leadership. BUS 471 Strategic Management is a capstone course for all Heider students.

Students are also required to complete General courses in the Heider Business Core, including business writing skills, presentation skills, statistics, and analytics.

Students pursuing the BSBA with Pre-Health Sciences focus are not required to complete a Kingfisher Concentration.

**Heider Major**
Students in the Heider College pursuing the BSBA must complete an academic major in one of the following fields of concentration: Accounting, Business Intelligence & Analytics, Economics, Finance, Finance & Technology, Management, Marketing, or International Business.

It is recommended that students select a major by the end of the first semester of their junior year. A major must be officially declared prior to the student’s final semester. Some majors require departmental approval and have acceptance requirements that differ from general graduation requirements. For specific requirements, refer to the major page.

**Electives**
Unique to the BSBA with Pre-Health Sciences path, students will complete Pre-Health Sciences electives shown in the “Requirements Detail” table. Combined with other BSBA requirements, these electives often take a student to and beyond the minimum of 128 credit hours needed for graduation.

**BSBA Heider Mindset Curriculum (Pre-Health Sciences) – Requirements Detail**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magis Common Core Curriculum</td>
<td>34-35 credits</td>
</tr>
<tr>
<td>Foundations</td>
<td>16-17 credits</td>
</tr>
<tr>
<td>Philosophical Ideas - PHL 11X</td>
<td></td>
</tr>
<tr>
<td>The Christian Tradition - THL 11X</td>
<td></td>
</tr>
<tr>
<td>Contemporary Composition - ENG 15X</td>
<td></td>
</tr>
<tr>
<td>Critical Issues in Human Inquiry + COM 101 Digital Comm Lab</td>
<td></td>
</tr>
<tr>
<td>Mathematical Reasoning - MTH 141, MTH 231, or MTH 245</td>
<td></td>
</tr>
<tr>
<td>Explorations</td>
<td>18 credits</td>
</tr>
<tr>
<td>Philosophical Ethics - PHL 270 or PHL 271 or PHL 272</td>
<td></td>
</tr>
<tr>
<td>The Biblical Tradition</td>
<td></td>
</tr>
<tr>
<td>Literature</td>
<td></td>
</tr>
<tr>
<td>Global Perspectives in History</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Scientific Thinking - CSC 121</td>
<td></td>
</tr>
<tr>
<td>Introductory Psychology - PSY 201</td>
<td></td>
</tr>
<tr>
<td>Integrations</td>
<td></td>
</tr>
<tr>
<td>BUS 471 Strategic Management (with a grade of C or higher)</td>
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</tr>
<tr>
<td>Heider Business Core Curriculum</td>
<td>11 credits</td>
</tr>
<tr>
<td>RSP 103 An Introduction to the Culture of Collegiate Life</td>
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</tr>
<tr>
<td>Business Writing Skills - ENG 203</td>
<td>1.5</td>
</tr>
<tr>
<td>COM 203 Applied Communication for Business Success</td>
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<tr>
<td>MTH 161 Business Statistics</td>
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<td>BIA 261 Business Analytics</td>
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<tr>
<td>Heider Business Core - General</td>
<td>21 credits</td>
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<td>ACC 201 Introduction to Financial Accounting</td>
<td>3</td>
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<td>ACC 202 Introduction to Managerial Accounting</td>
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<td>ECO 203 Introductory Microeconomics</td>
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<td>ECO 205 Introductory Macroeconomics</td>
<td>3</td>
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<td>BUS 201 Legal Environment of Business</td>
<td>3</td>
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<td>BIA 253 Management Information Systems</td>
<td>3</td>
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<td>MGT 271 Organizational Behavior</td>
<td>3</td>
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<tr>
<td>Heider Business Core - Upper Division</td>
<td>21 credits</td>
</tr>
<tr>
<td>Pre-Health Sciences Electives</td>
<td>32 credits</td>
</tr>
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</table>
BSBA Degree Requirements and Curriculum for Students Pursuing the 3-3 Pre-Law Program

This unique program allows you to earn your Bachelor of Science in Business Administration (BSBA) degree while also completing your Juris Doctor (JD) in a total of six years. Specifically, business students following the 3-3 Pre-Law (i.e., BSBA/JD) path may receive both the BSBA degree with the Pre-law Business major and the JD degree at the end of the fourth and sixth years, respectively.

General Pre-Law Considerations

The Creighton University School of Law will consider for admission applicants who have completed at least three-fourths (i.e., 96 credit hours) of the college work required for the BSBA degree in the Heider College of Business.

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

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

Degree Requirements

The University will confer the degree of Bachelor of Science in Business Administration (BSBA) with a Pre-Law Business Major on students who successfully complete all of the following requirements of the Heider Mindset Curriculum (Magis Common Core, Heider Business Core, and Electives) and the first-year curriculum in the School of Law. In addition, a candidate for a degree must:

- Earn a minimum of 96 credit hours prior to matriculating to the Creighton University School of Law
- Complete BUS 471 Strategic Management with a grade of “C” or better
- Earn a minimum of 32 credit hours, with at least a “C” average, in the first full year of the Creighton University School of Law
- Earn a minimum of 128 total credit hours, including:
  - 48 undergraduate credit hours earned at Creighton
  - 48 total credit hours in courses numbered 300 or above
- Achieve overall cumulative GPA of 2.00 or above

To reach the minimum 96 credit hours prior to matriculating to the School of Law, a student must average successful completion of 16 credit hours per semester. Normally, students must register for not less than 12 credit hours nor more than 18 credit hours in each semester. The privilege of carrying more than 18 credit hours is contingent upon the student’s grade point average, requires written approval of the Dean, and is subject to additional tuition charges.

Approval of the faculty advisor and the Dean is required for semester study abroad programs, including electives taken while abroad to be counted toward graduation.

BSBA Heider Mindset Curriculum - Overview

The Heider Mindset Curriculum is a state-of-the-art, yet timeless, curriculum that focuses on development of six mindsets that are

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BUS 471</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MKT 319</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>PHY 202</td>
<td>General Biology: Organismal and Population Laboratory</td>
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<tr>
<td>CHM 204</td>
<td>General Chemistry I Laboratory</td>
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<td>CHM 321</td>
<td>Organic Chemistry I</td>
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<td>CHM 322</td>
<td>Organic Chemistry I Laboratory</td>
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<td>BIO 201</td>
<td>General Biology: Organismal and Population</td>
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<tr>
<td>PHY 201</td>
<td>General Physics for the Life Sciences</td>
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<td>PHY 205</td>
<td>General Physics Laboratory I</td>
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<td>PHY 202</td>
<td>General Physics for the Life Sciences</td>
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<td>PHY 206</td>
<td>General Physics Laboratory II</td>
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<td>FIN 301</td>
<td>Managerial Finance</td>
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<td>BUS 356</td>
<td>Business Ethics</td>
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<tr>
<td>MGT 371</td>
<td>Leadership Skills</td>
</tr>
<tr>
<td>MGT 385</td>
<td>Production and Operations Management</td>
</tr>
<tr>
<td>BUS 471</td>
<td>Strategic Management</td>
</tr>
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</table>

1. All Heider students are strongly encouraged to complete a Philosophical Ethics course (PHL 270 Philosophical Ethics, PHL 271 Philosophical Ethics: Cortina Community, or PHL 272 Philosophical Ethics: Poverty) because any of these courses fulfill both the Magis Common Core: Ethics requirement and the prerequisite for BUS 356 Business Ethics. Courses in Theological Ethics (i.e., THL 27X) do not fulfill the prerequisite for BUS 356.

2. All Heider students are required to complete CSC 121 Computers and Scientific Thinking to fulfill the Magis Common Core: Understanding Natural Science requirement.

3. All Heider students are required to complete PSY 201 Introductory Psychology to fulfill the Magis Common Core: Understanding Social Science requirement.

4. For the Global and Cross-Cultural Business requirement, select among ACC 538 International Accounting, ECO 528 International Economic Development, FIN 558 International Financial Management, MKT 363 Global Marketing, ECO 518 Comparative Economic Systems ECO 538 International Economics, or MGT 373 International Management. If applicable, students may apply their Cross-Cultural Business course to their Heider Major. No other courses from the Heider Business Core – Upper Division or Heider Business Core – Lower Division may be applied toward a Heider Major.
essential for the future of business practice: Analytical, Cross-Cultural, Collaborative, Action, Service, and Reflective. As students develop these mindsets, they will acquire the knowledge, skills, and dispositions needed to successfully adapt to an ever-changing business world over a career and lifetime.

The BSBA Heider Mindset Curriculum normally requires students to complete the Magis Common Core, Heider Business Core, a Heider Major, and Electives, as needed, to reach the minimum of 128 credit hours. For students in the 3-3 Pre-Law program, a Heider Major is not required.

**Magis Common Core**
The Magis Common Core serves as the cornerstone of Creighton University education, laying a shared foundation for all undergraduate students. Heider students typically complete Magis Foundations and Magis Explorations courses in their first and second years. The Magis Common Core also requires a series of Designated courses, which are embedded in the Heider Business Core and provide business-specific treatment of Ethics, Oral Communication, Written Communications, Statistical Reasoning, and Technology.

**Heider Business Core**
The Heider Business Core requires students to complete a common set of courses across a wide variety of business topics, disciplines, and functional areas. Lower Division courses cover accounting, economics, business law, information systems, and organizational behavior. Upper Division courses cover finance, marketing, production and operations management, business ethics, and leadership. BUS 471 Strategic Management is a capstone course for all Heider students.

Students are also required to complete General courses in the Heider Business Core, including business writing skills, presentation skills, statistics, and analytics.

Students pursuing the 3-3 Pre-Law program are not required to complete a Kingfisher Concentration.

**Electives**
As needed, students will complete electives to reach the minimum of 96 credit hours required prior to matriculating to the Creighton University School of Law.

**BSBA Heider Mindset Curriculum (3-3 Pre-Law) - Requirements Summary**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Semester Hours</th>
</tr>
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<tbody>
<tr>
<td>Magis Common Core Curriculum</td>
<td>16-17 credits</td>
</tr>
<tr>
<td>Magis Common Core - Foundations</td>
<td>16-17 credits</td>
</tr>
<tr>
<td>Magis Common Core - Explorations</td>
<td>18 credits</td>
</tr>
<tr>
<td>Magis Common Core - Integrations</td>
<td>See note 1 below</td>
</tr>
<tr>
<td>Magis Common Core - Designated Courses</td>
<td>See note 2 below</td>
</tr>
<tr>
<td>BSBA Heider Business Core Curriculum Requirements</td>
<td></td>
</tr>
<tr>
<td>Heider Business Core - General</td>
<td>11 credits</td>
</tr>
<tr>
<td>Heider Business Core - Lower Division</td>
<td>21 credits</td>
</tr>
<tr>
<td>Heider Business Core - Upper Division</td>
<td>21 credits</td>
</tr>
</tbody>
</table>

Electives | Varies by student
---|---

Total Credits Required for Matriculation to School of Law | 96 credits
Total Credits Required for Graduation with GPA of 2.00 or above | 128 credits

1. Students will fulfill the Magis Common Core - Integrations requirement by completing BUS 471 Strategic Management, a course required in the BSBA Heider Business Core. No additional credit hours are necessary.

2. Students will fulfill the Magis Common Core - Designated Courses requirements by completing five courses required in the BSBA Heider Business Core. These designated courses cover Ethics, Oral Communications, Written Communications, Statistical Reasoning, and Technology. No additional credit hours are necessary.

**BSBA Heider Mindset Curriculum (3-3 Pre-Law) - Requirements Detail**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Magis Common Core Curriculum</td>
<td>Foundations</td>
<td>16-17 credits</td>
</tr>
<tr>
<td>Contemporary Composition - ENG 15X</td>
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<tr>
<td>Critical Issues in Human Inquiry</td>
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<td></td>
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<tr>
<td>Oral Communication - COM 101</td>
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<td></td>
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<tr>
<td>Mathematical Reasoning - MTH 141, MTH 231, or MTH 245</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philosophical Ideas - PHL 11X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Christian Tradition - THL 11X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explorations</td>
<td>18 credits</td>
<td></td>
</tr>
<tr>
<td>Understanding Natural Science - CSC 121</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understanding Social Science - PSY 201</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Perspectives in History</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philosophical Ethics - PHL 270 or PHL 271 or PHL 272</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Biblical Tradition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS 471</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSP 103</td>
<td>An Introduction to the Culture of Collegiate Life</td>
<td></td>
</tr>
<tr>
<td>Business Writing Skills - ENG 203</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 203</td>
<td>Applied Communication for Business Success</td>
<td></td>
</tr>
<tr>
<td>MTH 161</td>
<td>Business Statistics</td>
<td></td>
</tr>
<tr>
<td>BIA 261</td>
<td>Business Analytics</td>
<td></td>
</tr>
<tr>
<td>Heider Business Core - Lower Division</td>
<td>21 credits</td>
<td></td>
</tr>
<tr>
<td>ACC 201</td>
<td>Introduction to Financial Accounting</td>
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</tr>
<tr>
<td>ACC 202</td>
<td>Introduction to Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>ECO 203</td>
<td>Introductory Microeconomics</td>
<td></td>
</tr>
<tr>
<td>ECO 205</td>
<td>Introductory Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>BUS 201</td>
<td>Legal Environment of Business</td>
<td></td>
</tr>
<tr>
<td>BIA 253</td>
<td>Management Information Systems</td>
<td></td>
</tr>
</tbody>
</table>
MGT 271  Organizational Behavior
Heider Business Core - Upper Division  21 credits

Global and Cross-Cultural Business  
FIN 301  Managerial Finance
MKT 319  Principles of Marketing
BUS 356  Business Ethics
MGT 371  Leadership Skills
MGT 385  Production and Operations Management
BUS 471  Strategic Management

Electives  Varies by student

Total Credits Required for Matriculation to School of Law  96 credits
Total Credits Required for Graduation with GPA of 2.00 or above  128 credits

1. All Heider students are strongly encouraged to complete a Philosophical Ethics course (PHL 270 Philosophical Ethics, PHL 271 Philosophical Ethics: Cortina Community, or PHL 272 Philosophical Ethics: Poverty) because any of these courses fulfill both the Magis Common Core: Ethics requirement and the prerequisite for BUS 356 Business Ethics. Courses in Theological Ethics (i.e., THL 27X) do not fulfill the prerequisite for BUS 356 Business Ethics.

2. All Heider students are required to complete CSC 121 Computers and Scientific Thinking to fulfill the Magis Common Core: Understanding Natural Science requirement.

3. All Heider students are required to complete PSY 201 Introductory Psychology to fulfill the Magis Common Core: Understanding Social Science requirement.


BSBA Heider Mindset Curriculum (3-3 Pre-Law) - Sample Plan of Study

Outlined here is a sample of a program that a student may follow in the first three years prior to matriculation to the School of Law in the fourth year. Bear in mind that each student’s actual plan will vary based on their unique circumstances.

The Heider College of Business Dean’s Office has available curriculum checklists for all majors. Course planning requires an understanding of degree requirements and attention to the Schedule of Courses and Catalog.

Academic advising is performed by faculty members and department chairs in the Heider College of Business. During a student’s freshman year, students are assigned to faculty advisors through the RSP. Later, students are reassigned to advisors within the respective discipline when a major field of concentration has been declared. Advisors serve as facilitators of communication, perform academic progress reviews, assist students in career planning, and offer mentoring. Frequent advisor contact will help ensure students have current academic information and are making adequate progress toward educational and professional goals.

Course Title Credits
Freshman Fall
ECO 203 Introductory Microeconomics 3
MTH 161 Business Statistics 3
Philosophical Ideas - PHL 11X 3
Contemporary Composition - ENG 15X 3
Critical Issues in Human Inquiry 3
COM 101 Digital Communication Lab 1
RSP 103 An Introduction to the Culture of Collegiate Life 1

Term Credits 17

Spring
ACC 201 Introduction to Financial Accounting 3
ECO 205 Introductory Macroeconomics 3
CSC 121 Computers and Scientific Thinking 3
MTH 141 Applied Calculus 3
The Christian Tradition - THL 11X 3

Term Credits 15

Sophomore Fall
PSY 201 Introductory Psychology 3
ACC 202 Introduction to Managerial Accounting 3
BIA 261 Business Analytics 4
COM 203 Applied Communication for Business Success 1.5
Business Writing Skills - ENG 203 1.5

Term Credits 16

Spring
BUS 201 Legal Environment of Business 3
BIA 253 Management Information Systems 3
MGT 271 Organizational Behavior 3
MKT 319 Principles of Marketing 3
Philosophical Ethics - PHL 27X 3
Global Perspectives in History 3

Term Credits 18

Junior Fall
FIN 301 Managerial Finance 3
BUS 356 Business Ethics 3
requirements. Detailed requirements for each major may be found at the
and have acceptance requirements that differ from general graduation
the student's final semester. Some majors require departmental approval
semester of their junior year. A major must be officially declared prior to
It is recommended that students select a major by the end of the first
Finance, Finance & Technology, Management, Marketing, or International
concentration: Accounting, Business Intelligence & Analytics, Economics,
must complete an academic major in one of the following fields of
Majors
Administration Degree (BSBA)
Bachelor of Science in Business Administration Degree (BSBA)
Majors
Students in the Heider College of Business pursuing the BSBA
must complete an academic major in one of the following fields of
concentration: Accounting, Business Intelligence & Analytics, Economics,
Finance, Finance & Technology, Management, Marketing, or International
Business.

It is recommended that students select a major by the end of the first
semester of their junior year. A major must be officially declared prior to
the student's final semester. Some majors require departmental approval
and have acceptance requirements that differ from general graduation
requirements. Detailed requirements for each major may be found at the
following links:

- Accounting (http://catalog.creighton.edu/undergraduate/business/
  accounting-bia/)
- Business Intelligence and Analytics (http://catalog.creighton.edu/
  undergraduate/business/accounting-bia/)
- Economics (http://catalog.creighton.edu/undergraduate/business/
  economics-finance/)
- Finance (http://catalog.creighton.edu/undergraduate/business/
  economics-finance/)
- Finance and Technology (http://catalog.creighton.edu/
  undergraduate/business/economics-finance/finance-technology/)
- Management (http://catalog.creighton.edu/undergraduate/business/
  marketing-management/)
- Marketing (http://catalog.creighton.edu/undergraduate/business/
  marketing-management/)
- International Business (http://catalog.creighton.edu/undergraduate/
  business/economics-finance/international-business-bs/)

In each field, instructional emphasis is not directed toward the
development of routine skills or to particular industries. Instead, every
effort is made to stimulate students to think logically, to process and
evaluate information, and to make sound decisions from the overall
management point of view.

With more than 500 years of collective business experience, the faculty
teaching in every major provide students with discipline-based skills,
as well as industry knowledge. Due to experiential teaching methods
and active learning, students leave the Heider College prepared to start
careers in their chosen majors, with an eye to leadership and higher-
level management in those areas. All of this is grounded in the Jesuit
tradition that stimulates students to think logically, process and evaluate
information, and make sound decisions.

How do students choose a major? A number of factors inform the
decision, including work and internship experiences, family occupations
and family-owned businesses, favorite courses, and the student's natural
skills and talents. Students are encouraged to discuss possible majors
with their academic advisors, as well as with the faculty offering courses
in specific majors. The Career Portfolio program is helpful, too, as it
informs students about their aptitudes, as well as the jobs, career ladders,
and compensation in various fields.

BSBA, JD, MBA—Seven-Year Program
Qualified students who want to earn three degrees (BSBA, JD, and MBA)
within a seven-year period can do it by following the 3-3 Pre-Law program
described above and in the seventh year enrolling in the MBA program.
These programs provide an excellent preparation for employment in
either the private or public sector of the economy.

Bachelor of Science in Business Administration Degree (BSBA)
Majors
Students in the Heider College of Business for
BSBA Students
Majors outside of the Heider College of Business for
BSBA Students
Minors
Minors offer the opportunity to develop substantial knowledge in areas
outside of the major. Eighteen (18) credits of coursework are required to
complete a minor. A student may transfer into a minor no more than two
lecture courses for six (6) credits OR two lecture/laboratory courses for
eight (8) credits. Transfer courses must meet equivalency requirements
as approved by the College and Department Chair. Students must achieve
a cumulative GPA of 2.00 in courses toward the minor.

Minors for BSBA Students
Business Administration students may only declare an Economics
minor in the Heider College of Business, but may choose a minor
in a department outside of the Heider College of Business, given
appropriate approval and advising. A complete list of minors available
to students outside the Heider College may be found here (http://catalog.creighton.edu/undergraduate/arts-sciences/#minorstext).

Minors for non-BSBA Students

Students from the other undergraduate Colleges may pursue any of the following Heider College of Business minors, given appropriate advising and approval.

- Applied Information Technology (http://catalog.creighton.edu/undergraduate/business/accounting-bia/applied-it-minor/)
- Business Administration (http://catalog.creighton.edu/undergraduate/business/business-administration-minor/)
- Economics (http://catalog.creighton.edu/undergraduate/business/economics-finance/economics-minor/)
- Social Entrepreneurship (http://catalog.creighton.edu/undergraduate/business/marketing-management/social-entrepreneurship-minor/)

Kingfisher concentrations BSBA students

A unique feature of the Heider Business Core is the required Kingfisher Concentration, named after Creighton’s Kingfisher Institute, whose vision is that “liberal arts and professional education complement and reinforce one another.” The purpose is to encourage students to find an area of depth that supports growth in at least one Heider Mindset, allows personalization of liberal arts coursework, and complements a student’s choice of major. Heider College of Business students must complete a Kingfisher Concentration comprised of at least nine credit hours (typically three courses) drawn from an academic minor or another approved area of concentration in the College of Arts & Sciences. When choosing a Kingfisher Concentration, students are encouraged to seek guidance from their academic advisor.

Kingfisher Concentrations for BSBA Students*, offered by the College of Arts & Sciences, may be accessed here (http://catalog.creighton.edu/undergraduate/arts-sciences/kingfisher-concentration/).

* Information on available Kingfisher Concentrations for Non-BSBA students may be accessed here (http://catalog.creighton.edu/undergraduate/business/kingfisher/).

Business Administration Certificate

Students enrolled outside of the Heider College of Business, who do not plan to earn a Bachelor’s degree from the Heider College of Business, may earn an undergraduate Certificate in Business Administration. This certificate, along with a bachelor’s degree in any discipline, prepares a non-business student for graduate work in the MBA (http://catalog.creighton.edu/graduate/graduate-programs-courses/master-business-administration/), MS-Analytics (http://catalog.creighton.edu/graduate/graduate-programs-courses/business-intelligence-analysis/analytics-ms/), MFin (http://catalog.creighton.edu/graduate/graduate-programs-courses/finance/), and MIMFA (http://catalog.creighton.edu/graduate/graduate-programs-courses/security-analysis/). Students wishing to complete this program must file an application with the Undergraduate Advising Office in the Heider College of Business.

Certificate requirements: 31 credits

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 201</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BIA 253</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIA 261</td>
<td>Business Analytics</td>
<td>4</td>
</tr>
<tr>
<td>BUS 201</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>ECO 203</td>
<td>Introductory Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 205</td>
<td>Introductory Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 301</td>
<td>Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT 271</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 319</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 31

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

While no specific mathematics courses are required for the certificate, successful completion of BIA 261 Business Analytics will necessitate mathematical proficiency equivalent to MTH 161 Business Statistics and either MTH 141 Applied Calculus, MTH 245 Calculus I, or MTH 231 Calculus for the Biological Sciences.

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

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

Accelerated BSBA to Master’s Programs

Creighton University also offers accelerated Master’s Programs that stem from majors in the Heider College of Business. These programs allow students to earn a BSBA and a Master of Science degree in a shorter amount of time than doing both programs separately.

- Accelerated BSBA-Accounting + MAC (Master of Accounting) (http://catalog.creighton.edu/undergraduate/business/accounting-bia/bsba-acc-mac-amp/)
- Accelerated BSBA-Financial Planning + MPLN (Master of Financial Planning and Psychology)
- Accelerated BSBA-Management + MS-Negotiation and Conflict Resolution (http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-ncr-amp/)
- Accelerated BSBA-Marketing + MS-Negotiation and Conflict Resolution (http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-ncr-amp/)
- Accelerated BSBA-Management + MS-Organizational Leadership (http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-ogl-amp/)
- Accelerated BSBA-Marketing + MS-Organizational Leadership (http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-ogl-amp/)
- Accelerated BSBA-Management + MS-Integrative Health and Wellness (http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-ihw-amp/)