

# BUSINESS

Students who are not Heider College of Business students may pursue a Business minor or a Certificate in Business Administration. These options provide a good introduction to the general functional areas of business to students who are enrolled in the College of Arts and Sciences, the College of Nursing, or the College of Professional and Continuing Education. Contact the Assistant Dean with any questions regarding the minor or certificate in Business Administration.

## Minor in Business Administration

The Business Administration minor offers the student the opportunity to achieve a basic understanding of business. Students will learn about markets, financial statements, organizational behavior, marketing concepts and strategy, and other areas of interest to the student.

**This minor is only available to students who are not in the Heider College of Business.**

### Minor requirements: 18 credits

Code	Title	Credits
ACC 201	Introduction to Financial Accounting	3
ECO 203	Introductory Microeconomics	3
MGT 271	Organizational Behavior	3
MKT 319	Principles of Marketing	3
Select two of the following:		6
BIA 253	Management Information Systems	
BUS 201	Legal Environment of Business	
FIN 353	Personal Financial Planning for Financial Planners	
Total Credits		18

## Business Administration Certificate (Undergraduate)

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/>) programs. 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 <sup>1</sup>

Code	Title	Credits
ACC 201	Introduction to Financial Accounting	3
ACC 202	Introduction to Managerial Accounting	3
BIA 253	Management Information Systems	3
BIA 261	Business Analytics	4
BUS 201	Legal Environment of Business	3
ECO 203	Introductory Microeconomics	3
ECO 205	Introductory Macroeconomics	3
FIN 301	Managerial Finance	3
MGT 271	Organizational Behavior	3

MKT 319	Principles of Marketing	3
Total Credits		31

<sup>1</sup> Please note: The 31 required credits for the certificate 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 (<http://catalog.creighton.edu/search/?P=MTH%20141>) Applied Calculus , MTH 245 (<http://catalog.creighton.edu/search/?P=MTH%20245>) Calculus I or MTH 231 (<http://catalog.creighton.edu/search/?P=MTH%20231>) Calculus for the Biological Sciences.

Of the 31 required hours, at most 12 hours of transfer credits can 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.

## Courses

### 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. 2 credits. FA, SP**

In partnership with the iJay Store, an Apple Authorized Campus Store, the iJay Practicum offers Heider College of Business 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. 2 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.