

# GREGORY D. AND RONDA K. BRENNEMAN SCHOOL OF BUSINESS

Website: <https://www.washburn.edu/academics/college-schools/business/index.html> (<https://www.washburn.edu/academics/college-schools/business/>)

The Washburn University School of Business was established on July 1, 1973, by action of the Board of Regents. In 1946, the Bachelor of Business Administration (BBA) degree was created. The Master of Business Administration (MBA) degree was implemented in 1982 and the Master of Accountancy (MAcc) began in 2013. In 2025, the Washburn School of Business was renamed to the Gregory D. and Ronda K. Brenneman School of Business.

The Brenneman School of Business and its Bachelor of Business Administration, Master of Accountancy, and Master of Business Administration, degree programs are accredited by the Association to Advance Collegiate Schools of Business – AACSB International.

## Faculty

- David L. Sollars, PhD, Dean and Professor
- Dmitri Nizovtsev, PhD, Professor and Associate Dean
- Robert Hull, PhD, Professor and C.W. King Chair of Finance
- Norma Juma, PhD, Professor and Brenneman Professor of Business Strategy
- James Martin, MProf/Acc, Senior Lecturer, Snyder Distinguished Lecturer in Business
- Louella Moore, PhD, Mosso Professor of Accounting
- Pamela Schmidt, PhD, Dibble Professor of Accounting
- Michael Stoica, PhD, Distinguished Professor of Marketing
- Jennifer Ball, PhD, Professor and Associate Provost, Academic Affairs
- Robert Boncella, PhD, Professor Emeritus and Lecturer
- Paul Byrne, PhD, Professor
- Liviu Florea, PhD, Professor
- Thomas Hickman, PhD, Professor
- Sungkyu Kwak, PhD, Professor
- David Price, PhD, Professor
- Rosemary Walker, PhD, Professor
- Akhadian Harnowo, PhD, Associate Professor
- Sunita Rao, PhD, Associate Professor
- Manaf Sellak, PhD, Associate Professor
- Shane Van Dalsem, PhD, Associate Professor
- Richard LeJuerne, JD, Senior Lecturer
- Michael Austin, MA, Lecturer
- Jayme Burdick, MBA, Lecturer
- Amber Ybarra, MA, Undergraduate Student Affairs Director
- Danny Funk, MBA, MBA Student Affairs Director
- Hailey Handy, Communication and Event Coordinator
- Joyce Scheck, User Services Administrator
- Jennifer Bixel, Office Coordinator
- Emily Stockdale, Administrative Specialist

Kansas Small Business Development Center at Washburn University:

- Jessica Horton, Director, Lecturer
- Mary Ann Riederer, Assistant Director

## Mission

We provide knowledge and personalized experiences to engage students who will enhance the economic vitality of businesses in the region and beyond.

The School:

- Uses flexible delivery and small interactive classes to prepare students for challenges of a dynamic collaborative environment;
- Provides students with distinctive opportunities for personal growth through transformative activities and engagement with local and global stakeholders;
- Produces research that enhances our classroom teaching, assists practitioners, and advances knowledge in business disciplines;
- Stimulates economic development of the region through our Small Business Development Center and other collaborative partnerships;
- Fosters integrity, inclusiveness, mutual respect, and ethical behavior as requisites to business practice.

## Undergraduate Program Core Competencies

To implement the mission of the School, the faculty has adopted the following undergraduate program core competencies as broad instructional goals of the BBA program:

- **Business Knowledge:** Students will be able to demonstrate a broad knowledge of business constructs across all the basic, functional areas of business and economics.
- **Written and Oral Communication Abilities:** Students will be able to write with clarity, verbalize concisely, and clearly present ideas.
- **Problem-Solving Abilities:** Students will be able to define and analyze diverse problems; and organize and interpret information in order to draw and support conclusions.
- **Ethical Decision-Making Abilities:** Students will be able to differentiate between ethical and unethical behavior and integrate ethical understanding and societal responsibility into decision-making.
- **Global Awareness:** Students will understand the impact of participation in the global economy on business conduct and performance as well as the effects of business actions on that economy.
- **Technology Abilities:** Students will be able to apply technology in order to solve business problems and explain how technology supports the strategic goals of organizations.

## Brenneman School of Business Values Statement

Stakeholders of the Brenneman School of Business including, but not limited to, faculty, students, and administrators, should expect their interactions with other stakeholders and stakeholder groups to be guided by principles, including, but not limited to, honesty, trust, fairness, respect, integrity, and responsibility.

**Honesty** - Honesty is the cornerstone of the other fundamental program values. There can be no trust, fairness, respect, integrity, or responsibility without honesty. Honesty creates the possibility for quality teaching, learning, academic research and communication between individuals.

**Trust** - Trust results from a culture of honesty. Trust provides the foundation for an environment that nourishes creativity and risk-taking in teaching, learning, and scholarship, and is essential to Washburn University's pursuit of quality human development and "learning for a lifetime."

**Fairness** - A sense of fairness emerges when standards, policies, and procedures are equitable, clear, and in the best interest of all stakeholders. Without fair processes, the learning environment cannot sustain trust and honesty. Fairness ensures that all stakeholders have the opportunity to succeed, and provides a foundation for mutual respect among stakeholders.

**Respect** - A university environment focused on the creation and transmission of knowledge requires interaction and participation by all stakeholders. Quality interaction is facilitated when stakeholders display respect for one another. When stakeholders are treated fairly and honestly, they are better able to trust one another, which leads to a culture of mutual respect.

**Integrity** - Stakeholders of the Brenneman School of Business conduct themselves with integrity when teaching, learning, research, communication, and other interactions are conducted in accordance with the principles of honesty, trust, fairness and respect.

**Faculty** act responsibly when they:

- Maintain currency in their field.
- Freely share their knowledge with students.
- Develop coursework that is focused, relevant, and coherent and adds value to students' career skills and ambitions.
- Critically assess students' work in a constructive and rigorous manner.
- Challenge students to grow intellectually and professionally.
- Create an environment that is conducive to learning.
- Assist students in understanding the requirements and expectations of their degree programs.

**Students** act responsibly when they:

- Properly prioritize their commitments to the program.
- Manage their work and family responsibilities so they may attend class and be fully engaged in other program activities and requirements.
- Understand the requirements and expectations of their degree programs and plan their class schedules consistent with these expectations.
- Accept criticism in a professional manner and with the understanding that such feedback is designed to improve their business skills and critical thinking.
- Arrive prepared at each class session.
- Contribute substantively to the classroom dialogue.
- Approach the course material thoughtfully.

At the time of declaration of a major in the Brenneman School of Business and at the time of application for admission to the Brenneman School of Business, students are asked to affirm that they have read and

understand the Brenneman School of Business Values Statement and agree to practice and abide by these values while they are stakeholders of the School.

Additionally, all Washburn University students are expected to conduct themselves appropriately and ethically in their academic work. Inappropriate or unethical behavior includes (but is not limited to) giving or receiving unauthorized aid on examinations or in the preparation of papers or other assignments and knowingly misrepresenting the source of academic work. Washburn University's Academic Impropriety Policy (<https://www.washburn.edu/academic-impropriety/>) describes academically unethical behavior in greater detail and explains the actions that may be taken when such behavior occurs.

For guidelines regarding protection of copyright, consult [www.washburn.edu/statements-disclosures/copyright/](https://www.washburn.edu/statements-disclosures/copyright/) (<https://www.washburn.edu/statements-disclosures/copyright/>). For Washburn University Student Conduct and Disciplinary Code, go online to [www.washburn.edu/student-life/policies-forms/academic-policies/](https://www.washburn.edu/student-life/policies-forms/academic-policies/) (<https://www.washburn.edu/student-life/policies-forms/academic-policies/>).

## Degree, Minor, and Certificate Programs

Undergraduate students may earn the Bachelor of Business Administration (BBA) degree with a major in Accounting, Business Data Analytics, Economics, Entrepreneurship and Innovation, Finance, International Business, Management, Marketing, or General Business. Additionally, students may earn the Minor in Business Data Analytics, the Minor in International Business, the Minor in Economics, the Certificate in Entrepreneurship, and the Kansas Insurance Certificate. Undergraduate students outside of the Brenneman School of Business may earn the Minor in Business, the Minor in Business Data Analytics, the Minor in Economics, the Minor in International Business, the Certificate in Entrepreneurship, and the Kansas Insurance Certificate. Students pursuing the BBA are not eligible for the Minor in Business.

## Bachelor of Business Administration (BBA) Degree Requirements

In addition to the requirements stated below, students must complete 34-35 hours of General Education (<https://catalog.washburn.edu/undergraduate/programs-degrees-graduation-requirements/general-education-requirements/>), all requirements for a Bachelor of Business Administration degree, and any additional hours needed to reach the minimum 120 credit hours required for graduation. Some of the courses below may also fulfill general education or other degree requirements. Please see your advisor for more information.

Code	Title	Hours
<b>Required Brenneman School of Business Courses <sup>1</sup></b>		
<i>Lower-Division</i>		
AC 224	Financial Accounting	3
AC 225	Managerial Accounting	3
BU 250	Management Information Systems	3
BU 258	Foundations of Data Analysis	3
EC 200	Principles of Microeconomics	3
EC 201	Principles of Macroeconomics	3
EC 211	Statistics for Business and Economics	3
<i>Upper-Division <sup>2</sup></i>		
BU 315	Legal Environment of Business	3

BU 342	Organization & Management	3
BU 347	Production and Operations Management	3
BU 360	Principles of Marketing	3
BU 381	Business Finance	3
BU 449	Strategic Management	3
Select one of the following:		3
BU 355	International Business <sup>3</sup>	
BU 477	International Finance <sup>3</sup>	
EC 410	International Economics <sup>3</sup>	
Major Areas of Concentration ( <a href="https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/">https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/</a> ) <sup>4</sup>		24

Subtotal 66

#### Required Courses Outside the Brenneman School of Business<sup>1</sup>

CN 150	Public Speaking	3
EN 208	Professional Writing	3
MA 116	College Algebra	3
MA 140	Statistics	3
WU 101	The Washburn Experience <sup>5</sup>	3
Select one of the following:		3
PY 100	Basic Concepts in Psychology	
SO 100	Introduction to Sociology	
Subtotal		18

**Total Hours 84**

<sup>1</sup> All the courses required by the Brenneman School of Business as part of the BBA degree, including the prerequisites to any required courses, need to be taken for a grade and completed with a grade of "C" or better.

<sup>2</sup> A grade point average of at least 2.0 is a prerequisite for enrollment in the seven upper-division business courses required of all BBA students. A student must be admitted to the Brenneman School of Business to enroll in 400-level accounting (AC) and business (BU) courses.

<sup>3</sup> These courses cannot be used to meet both the core requirement and the requirements of a major area of concentration.

<sup>4</sup> For more information regarding the Major Areas of Concentration, please see the section below in the catalog or go to the Major Areas of Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/>) webpage.

<sup>5</sup> Students transferring to Washburn University who have completed 30 or more credit hours at an accredited post-secondary institution with a GPA of 2.0 or higher are exempt from the requirement to take WU 101 The Washburn Experience or HN 101 Honors First Year Experience.

## Major Areas of Concentration

BBA candidates must complete an additional 24 hours of upper-division coursework offered by the Brenneman School of Business. This may be done in either of the following ways:

- A student may select courses from a variety of subject areas within the Brenneman School of Business and receive a BBA with a major area of concentration in general business.
- Alternatively, a student may select courses in a way that allows them to complete one or two of the following concentrations.

Each major consists of 24 graded upper-division hours in the Brenneman School of Business divided between required and elective courses.

- Accounting, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/accounting-concentration/>)
- Business Data Analytics, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/business-data-analytics-concentration/>)
- Economics, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/economics-concentration/>)
- Entrepreneurship and Innovation, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/entrepreneurship-innovation-concentration/>)
- Finance, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/finance-concentration/>)
- General Business, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/general-business-concentration/>)
- International Business, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/international-business-concentration/>)
- Management, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/management-concentration/>)
- Marketing, Concentration (<https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/marketing-concentration/>)

When two major areas of concentration are selected, the student should seek advice from faculty member in both major areas and prepare a graduation plan two semesters before the intended graduation date to check for feasibility. Without careful planning it may not be possible to complete the specific requirements of two concentrations in the same semester due to time conflicts between classes or classes not offered every semester. Therefore, students, especially part-time and returning students, should seek early advice about course scheduling and sequencing. The same warning applies to students seeking to earn the minor in international business or the certificate in entrepreneurship or who are also concurrently pursuing a degree in another unit of the university.

## Minors and Certificates

- Programs of Interest to Both Non-Business and Business Majors (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both-business-majors-non-business-majors/>)
  - Business Data Analytics, Minor (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both-business-majors-non-business-majors/dat-minor/>)
- Economics, Minor (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both-business-majors-non-business-majors/economics-minor/>)
- International Business, Minor (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both-business-majors-non-business-majors/international-business-minor/>)
- Entrepreneurship, Certificate (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both->)

business-majors-non-business-majors/entrepreneurship-certificate/)

- Kansas Insurance Certificate (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both-business-majors-non-business-majors/kansas-insurance-certificate/>)
- Programs available only to Non-Business Majors (<https://catalog.washburn.edu/undergraduate/school-business/programs-available-non-business-majors/>)
  - Business, Minor (<https://catalog.washburn.edu/undergraduate/school-business/programs-interest-both-business-majors-non-business-majors/business-minor/>)

## International Experience Opportunities

Juniors or seniors have the opportunity to participate in a faculty-led course that places special emphasis on international business and involves travel to Brazil, China, or Europe. Students may also spend one or two semesters in an approved study abroad program. Washburn University is a member of several international partnerships and exchange agreements, including the Magellan Exchange, a business school partnership with about 20 universities in Western Europe, Latin America, and Asia.

Customized programs of study in many other countries can also be arranged. For further information contact the Office of the Dean, Brenneman School of Business or the Office of International Programs, Washburn University.

## Law Early Admission Program (LEAP) Partnership

The Washburn University School of Law (Washburn Law) and the Washburn University Brenneman School of Business (WUSOB) offer the Washburn University Law Early Admissions Program (LEAP) to academically talented and highly motivated undergraduate students at WUSOB. This program allows such students to matriculate into Washburn Law early, after completing 91 credit hours of undergraduate study. The affiliation is structured to assist these students with their preparation for law school by exposing them to the skills necessary for the study of law, the qualities, and the programming and curriculum available at Washburn Law. Connecting students early with law-faculty and attorney mentors, will prepare them to serve their communities in a variety of roles in law firms, prosecutors' offices, corporations, not-for-profit enterprises, and other professional legal environments. For further information, contact the WUSOB Prelaw Coordinator through the Brenneman School of Business Office at (785) 670-1308.

## Internships

Starting in their junior year, Brenneman School of Business students have the opportunity to select internships at successful area businesses representing various industries. Internships enables students to earn credit toward their degree and also acquire job market skills for employment. Both the student intern and the employer are required to file progress reports with the internship coordinator on a regular basis. Internship credit hours are graded on a pass/fail basis only and do not count towards business major requirements. For further information, interested students should consult with the Director of Student Affairs in the Brenneman School of Business. Descriptions of the programs are provided in the course listings of this catalog under AC 499 Internship In Accounting BU 499 Internship in Business, and EC 499 Internship in Economics. Students can take AC 499 and EC 499 once and BU 499 twice

during their course of studies, but the total number of credit hours from all Brenneman School of Business internship may not exceed nine (9) semester hours.

## Student Organizations

The Brenneman School of Business believes that in order for our students to succeed they must develop communication and networking skills. To cultivate these skills the Brenneman School of Business supports several student organizations that students can join for both camaraderie and learning. For a full listing, description, and contact information please consult the School's website at [www.washburn.edu/business](http://www.washburn.edu/business) (<https://www.washburn.edu/business/>).

## Kansas Small Business Development Center at Washburn University

The Kansas Small Business Development Center at Washburn University (KSBDCWU) provides free, confidential, one-on-one counseling for small business owners or potential owners in the Northeast Kansas counties of Brown, Clay, Dickinson, Geary, Jackson, Marshall, Nemaha, Pottawatomie, Riley, Shawnee, Wabaunsee, and Washington.

The KSBDCWU utilizes a wide variety of resources including online and Internet databases to help small businesses obtain the timely, detailed, and relevant information necessary to make sound business decisions. The KSBDCWU also offers low-cost seminars and training programs for their clients. The services of the KSBDCWU are available to all start-up or existing small businesses.

Washburn University students pursuing the BBA degree have the opportunity to get involved in business consulting projects through a partnership with the SBDC as part of some of their coursework.

KSBDC at Washburn University and BRITE Center  
719 S. Kansas Avenue  
5th Floor, Suite 100 Topeka, KS 66603  
(785) 215-8375

KSBDC at Washburn University  
(co-located with the Manhattan Area Chamber of Commerce)  
501 Poyntz Avenue  
Manhattan, KS 66502  
(785) 587-9917

The website is [www.washburnsmallbusiness.com](http://www.washburnsmallbusiness.com) (<https://www.washburnsmallbusiness.com>).

## Brenneman School of Business Honors

Students graduating with the Bachelor of Business Administration degree may qualify for Brenneman School of Business Honors provided they have accumulated a GPA of at least 3.50 in all accounting, business, business data analytics, and economics courses and rank in the upper quartile of the Washburn University graduating class. Students graduating with the Bachelor of Arts degree with a major in economics will qualify for Brenneman School of Business Honors provided they have accumulated a GPA of at least 3.50 in the economics coursework used to meet the requirements of the major and in all upper-division coursework used to meet the requirements of the degree.



## Dean's and President's Honor Rolls for Undergraduates

In order to be included on the Brenneman School of Business Dean's Honor Roll, a student must:

- Have declared a major within the Brenneman School of Business,
- Be in good standing, and
- Have completed at least 12 graded semester hours with a GPA of at least 3.40 during the immediately preceding semester.

Students who have completed at least 12 graded semester hours with a GPA of 4.00 during the immediately preceding semester will be included on the President's Honor Roll.

## Scholarships

In recognition of the quality of Brenneman School of Business programs, many alumni, individuals, and organizations have given generously to support worthy students with financial aid. For information and applications, please contact the Director of Financial Aid or the Office of the Dean, Brenneman School of Business, Washburn University. To be considered for the scholarships administered by the Brenneman School of Business, either as new or continuing recipients, students must submit a direct application to the Brenneman School of Business each year; the standard deadline is February 15.

## Academic Advising and Admission Requirements

It is important that any student pursuing the Bachelor of Business Administration degree work closely with their academic advisor, who will assist students in selecting a major and in planning their academic schedules. Freshman and transfer students should initially consult with the Director of Student Affairs in the Brenneman School of Business office, especially with regard to courses they intend to transfer in (see the Transfer Credit section below for details). Once established in the program, these students are usually assigned an advisor from among the Brenneman School of Business faculty in the field of their interest.

As stated in the Brenneman School of Business Values Statement (above), students are expected to act responsibly in their academic programs and to "understand the requirements and expectations of their degree programs and plan their class schedules consistent with these expectations." The Brenneman School of Business offers in-person academic advising during the enrollment process and provides advising materials explaining program requirements through this catalog, the School's website, and customized information sheets. The student, however, has the ultimate responsibility for understanding the requirements of their degree programs as outlined in this catalog and in the advising materials, including potential scheduling conflicts between majors, for monitoring their own progress in the program, and for ensuring that the program requirements, including course prerequisites, are met in proper order and on a timely basis.

Students should become familiar with Navigate and Degree Works academic planning tools. They should review their academic transcript and degree audit periodically and especially prior to each meeting with their advisor. The purpose of the degree audit is to identify for students the remaining requirements necessary to complete their degree program. While the degree audits are unofficial, they intend to be an accurate reflection of the student's academic progress. If the student believes

his or her audit or transcript is incorrect, the question should be brought promptly to the attention of an advisor or the Dean's office.

In planning their class schedules, students are expected to observe academic planning principles, including course prerequisites, and to consult with a Brenneman School of Business advisor to clarify any doubts. Course prerequisites are considered met when the prerequisite course is completed with a grade of "C" or better. **Note:** The prerequisites of a course include the prerequisites of its prerequisite courses.

The basic advising principle in course sequencing is that 100-level courses should generally be completed before 200-level courses, which should be completed before 300-level courses, which should be completed before 400-level courses. However, several general education courses can be saved until later semesters as this allows more flexibility in course scheduling. While the upper-division business requirement beyond the business core has room for two major areas of concentration in most cases (excluding accounting), students may not be able to complete the requirements of both majors in the same semester due to scheduling conflicts. Additionally, some courses in some majors are offered only once per year. Therefore it is recommended that students plan their course work at least two semesters ahead.

Administratively, there are four steps in a student's progress to the Bachelor of Business Administration (BBA) degree, apart from the course work and the separate applications for scholarships and financial aid, which need to be initiated by the student. These steps are:

1. Application to Washburn University as a degree-seeking student,
2. Declaration of major area of concentration,
3. Admission to the Brenneman School of Business, and
4. Application for the degree.

They are explained below in more detail.

## Declaration of Major Area of Concentration

Early in their program of study, all students interested in earning the Bachelor of Business Administration degree should declare their intended degree and major area(s) of concentration by filling out the "Declaration of Major Program Form" electronically ([https://www.washburn.edu/academics/college-schools/business/\\_REDESIGN%202018/FILES/Paperwork/Declaration-of-Major-Form.pdf#Declaration%20of%20Major%20Form](https://www.washburn.edu/academics/college-schools/business/_REDESIGN%202018/FILES/Paperwork/Declaration-of-Major-Form.pdf#Declaration%20of%20Major%20Form)) or in print and delivering it to [bba@washburn.edu](mailto:bba@washburn.edu) or to the Brenneman School of Business office. After the declaration of major program has been approved and the faculty advisor has been assigned, students should meet with the faculty advisor for academic program planning and enrollment. This procedure should also be followed whenever a student changes their major or adds a major. The areas of concentration available within the BBA degree are accounting, business data analytics, entrepreneurship and innovation, economics, finance, international business, management, marketing, and general business. Students who are interested in the BBA degree but have not yet decided on a concentration can initially declare a concentration in general business and then later change their declaration to align with their final decision.

Declaring a major is not the same as being admitted to the Brenneman School of Business. A declaration of major is simply a statement of student intentions which also establishes an advising relationship. To be admitted to the Brenneman School of Business, students must satisfy

the conditions for admission detailed under Application for Admission to the Brenneman School of Business below.

## Application for Admission to the Brenneman School of Business

Immediately upon completion of 54 semester hours of college credit, MA 116 College Algebra, and the seven required lower-division Brenneman School of Business courses, students should apply for admission to the Brenneman School of Business by filling out the "Application for Admission Form" electronically ([https://www.washburn.edu/academics/college-schools/business/\\_REDESIGN%202018/FILES/Paperwork/Declaration-of-Major-Form.pdf#Declaration%20of%20Major%20Form](https://www.washburn.edu/academics/college-schools/business/_REDESIGN%202018/FILES/Paperwork/Declaration-of-Major-Form.pdf#Declaration%20of%20Major%20Form)) or in print and delivering it to [bba@washburn.edu](mailto:bba@washburn.edu) or to the Brenneman School of Business office. The eight courses required for admission are:

Code	Title	Hours
MA 116	College Algebra	3
AC 224	Financial Accounting	3
AC 225	Managerial Accounting	3
BU 250	Management Information Systems	3
BU 258	Foundations of Data Analysis	3
EC 200	Principles of Microeconomics	3
EC 201	Principles of Macroeconomics	3
EC 211	Statistics for Business and Economics	3

MA 346 Regression Analysis may be substituted for EC 211 Statistics for Business and Economics. A minimum of 30 semester hours must be earned after being admitted to the Brenneman School of Business. Admission to the Brenneman School of Business is a requirement for enrolling in any 400-level accounting (AC) or business (BU) courses. As part of the application for admission to the Brenneman School of Business and prior to each semester's advising, students are encouraged to process a degree audit and to confirm that all transfer credit is correctly posted.

## Application for Degree

Early in their last semester, students planning to graduate must file an Application for Degree form through the MyWashburn portal in order to initiate a graduation check. The application should be filed in September for the Fall semester and in February for the Spring semester and the Summer term. A student is not a Candidate for Degree until the University Registrar's Office has the form on file and the candidacy has been approved.

Students applying for graduation should process a degree audit upon enrollment for the final semester and again at the beginning of final semester to ensure that all degree requirements will be met. At the time of the application for the degree, the student should undeclare any major no longer being pursued. All questions, uncertainties, and potential anomalies should be brought to the attention of an advisor in the Brenneman School of Business.

## Prerequisite Policy for Students in Brenneman School of Business Courses

It is the responsibility of all students enrolled in Brenneman School of Business courses to observe the published prerequisites for each course. This applies to all degree-seeking, visiting, and non-degree-

seeking students regardless of their major or degree program. Visiting students including exchange students, or their sponsoring organizations, will need to present official documentation proving that prerequisites have been met. For a prerequisite requirement to be met, the prerequisite course must be successfully completed with a grade of "C" or better. The prerequisites of a course include the prerequisites of its prerequisite courses. If after enrolling in a course, a student no longer meets the course prerequisite requirements, the student is required to withdraw from the course without delay or be subject to administrative withdrawal from the course at any time. Students not majoring in one of the majors in business may request permission in the Dean's Office to enroll in 400-level accounting (AC) and (BU) courses if they have achieved standing in their own programs comparable to admission to the Brenneman School of Business. Any questions should be directed to the Director of Student Affairs in the Brenneman School of Business office.

## Pass/Fail Policy

Candidates for the BBA degree must earn a grade of "C" or better in all courses used to meet Brenneman School of Business requirements and may not take those courses pass/fail. This includes courses offered by the Brenneman School of Business, as well as courses offered outside of the Brenneman School of Business but required for the BBA degree including CN 150 Public Speaking, EN 208 Professional Writing, MA 116 College Algebra, MA 140 Statistics, PY 100 Basic Concepts in Psychology, and SO 100 Introduction to Sociology. Students who earn pass/fail credit in a required course prior to admission to the Brenneman School of Business must consult with the Dean's office.

## Repetition of Courses

Undergraduate courses may be repeated. Courses for which grades of D or F are recorded can be retaken without departmental approval. Courses for which a grade of C, or pass, or higher are recorded will require departmental approval from the department or school offering the course before the student can retake it.

The transcript will contain a complete record of all courses taken and grades earned. Only the last repeated and not the prior grade(s) will be included in determining the cumulative grade point average. However, after a student has repeated the same course three times, or has repeated three different courses, that student must have the permission of the associate dean of the Brenneman School of Business before repeating any course. In cases where an excessive repeat (ER) hold has been put in place, the student should expect to be advised by the associate dean until all relevant courses have been successfully completed. Enrollment before the completion of the previous semester is at the discretion of the associate dean.

## Transfer Credit

General information about the university credit transfer policies is available in the Admissions (<https://catalog.washburn.edu/undergraduate/student-services-academic-support/admissions/>) section of the catalog. The Brenneman School of Business reserves the right to evaluate any business transfer credit before accepting or rejecting them as meeting Brenneman School of Business requirements. In accord with business school accreditation standards, academic work accepted from other institutions should be comparable to that in the degree programs of the Brenneman School of Business.

To facilitate advising and schedule planning, any credit transfer petitions should be submitted as soon as possible and preferably during the first semester of enrollment. Students should provide catalog course

descriptions and course syllabi to the Brenneman School of Business. Official transcripts of all coursework taken at other schools should be sent directly to Washburn University Registrar. Non-business transfer courses that are not already listed on the Washburn University Transfer Guides but might meet University degree requirements, including general education requirements, will need to be reviewed by the department to which the course discipline belongs or by the University General Education Committee. For more information on the credit transfer process, please refer to the Transfer Student (<https://catalog.washburn.edu/undergraduate/student-services-academic-support/admissions/>) section of this catalog.

Washburn business majors who wish to take classes at another institution to meet their degree requirements at Washburn must receive prior approval from the Brenneman School of Business Dean's office. The application form with guidelines is available here ([https://www.washburn.edu/academics/college-schools/business/\\_REDESIGN%202018/FILES/Paperwork/transient-form-2018.pdf](https://www.washburn.edu/academics/college-schools/business/_REDESIGN%202018/FILES/Paperwork/transient-form-2018.pdf)).

## International Transfer Credit

All university-level foreign transcripts must be evaluated by a Washburn University-recognized evaluation service (e.g. Education Credential Evaluators (ECE, [www.ece.org](http://www.ece.org) (<https://www.ece.org/>)) or World Education Services (WES, [www.wes.org](http://www.wes.org) (<https://www.wes.org/>)). Application forms can be obtained from their respective websites. A "course-by-course" report is required. The cost of this evaluation is the responsibility of the student. Completed evaluations should be sent directly from the evaluation agency to the Washburn University Registrar, after which they will be posted on the student's Washburn University transcript and degree audit.

For international students who have completed a baccalaureate or associate degree from an accredited international institution outside of the U.S., satisfactorily completed courses may be accepted towards credit in the appropriate general education areas. International transfer courses that are not part of a completed degree at an accredited international institution, will need to be reviewed individually by the University General Education Committee or by the chair of the department to which the course discipline belongs. The students should provide catalog course descriptions, syllabi and other information as required by the General Education Transfer Course Petition (<https://www.washburn.edu/faculty-staff/faculty-resources/policies-forms/forms/gen-ed-transfer-petition.pdf>) form. Petitions should be prepared by the students and submitted through the students' academic advisors. Courses in accounting, business, business data analytics, and economics not already on the transfer guides will be reviewed by the Brenneman School of Business. Courses that do not fall into any of the categories listed above will transfer in as general elective courses.

To facilitate advising and schedule planning, all the reviews should be completed in the first semester of enrollment at Washburn, especially for courses that are part of the Brenneman School of Business degree requirements.

## Second Bachelor's Degrees and Second Concentrations

Students who have already completed a BBA degree from Washburn University may later return to earn an additional concentration within the BBA. However, they must satisfy all the specific BBA degree requirements

under a catalog that is still in effect at the time the additional major is awarded, which may not be their original catalog.

When the previous business degree is from an AACSB-accredited business school, the business core requirements normally will be considered to have been met, assuming that appropriate grades have been earned and prerequisites have been met for courses to be taken at Washburn. All students will still be required to complete the capstone BU 449 Strategic Management course, the specific degree requirements, and School's residency requirement. To meet Brenneman School of Business residency, at least 50 percent of the accounting, business, business data analytics, or economics hours presented for the BBA degree must be completed at Washburn University. Transfer credit will be evaluated on a course-by-course basis.

Students with a bachelor's degree in an area other than business from either Washburn University or an external institution can also earn the Washburn BBA as an additional degree. Such students must complete a minimum of 150 hours of university-level credit in total and satisfy all the specific business degree requirements.

All students looking to complete a second degree or concentration in business should consult Brenneman School of Business academic advisors about course scheduling and sequencing and develop a viable and appropriate graduation plan

## Outcome Assessment and Assurance of Learning

The Brenneman School of Business, as part of its continuous improvement efforts and consistent with the requirements of Washburn University, the Higher Learning Commission, and the Association for the Advancement of Collegiate Schools of Business - AACSB International, at intervals administers surveys and tests to its students, graduates, staff, and external constituents. We encourage all of those contacted to support our continuous improvement efforts by participating in these surveys and tests. For currently enrolled students, the tests and surveys may be required as part of coursework, or as program and degree graduation requirements separate from coursework, and are independent of the catalog under which the student intends to graduate. Tests may be administered during regularly scheduled classes, or at other times separate from class meeting times, including on Saturdays; an assessment fee may be charged.

## Course Offerings

### Accounting

#### AC 224 Financial Accounting (3)

The study of accounting as a means of communicating financial information about the activities of business enterprises. Emphasis is placed on concepts and principles underlying the measurement of income and financial position and how this information may be used to evaluate the progress of a firm. Prerequisites: EN 101 and MA 116 (recommended) or MA 112, or MA 123, or MA 141, or MA 151.

#### AC 225 Managerial Accounting (3)

The development and use of information in the accounting system as a management decision tool. Prerequisites: AC 224, EN 101, MA 116 (recommended) or MA 112, or MA 123, or MA 141, or MA 151, and BU 250 or concurrent enrollment.

**AC 303 The Role of Accounting in Business and Society (3)**

Role of accounting in society, including public and private sector organizations. Information needed for external reporting to investors and creditors, internal management planning and control decisions, assessment of risks and controls critical to reliable financial and non-financial data, and regulatory oversight. Overarching themes include decision-making related to recognition and valuation of economic events, effective communication related to accounting and economic information, as well as the importance of diversity, a global mindset, and good professional judgment by accounting professionals. Prerequisites: AC 224 and AC 225 with a grade of C or better, and consent of instructor.

**AC 321 Intermediate Financial Accounting I (3)**

Financial theory and problems. Emphasis is on valuation and measurement problems of income determination and balance sheet presentation. Prerequisites: AC 225 and BU 250. May not be taken A/Pass/Fail.

**AC 322 Intermediate Financial Accounting II (3)**

A continuation of financial accounting theory and problems. Prerequisite: AC 321. May not be taken A/Pass/Fail.

**AC 325 Cost Accounting (3)**

A study of inventory valuation procedures in manufacturing concerns and the processing, analysis and interpretation of data for use by management in the planning and control of operations. Prerequisites: AC 225 and BU 250. May not be taken A/Pass/Fail.

**AC 330 Accounting Information Systems (3)**

The study of the development and design of an accounting system. Emphasis on procedures necessary to meet generally accepted auditing standards and methods and techniques to evaluate internal control of an accounting system. Prerequisites: AC 225 and BU 250. May not be taken A/Pass/Fail.

**AC 403 Special Topics/Accounting (3)**

Selected topics announced in advance. May be taken more than one semester. Prerequisite: Admission to the School of Business. Other prerequisites will be specified for each topic. May not be taken A/Pass/Fail.

**AC 404 Independent Study - Accounting (3)**

Individual study of a topic in accounting. Activity must be supervised by a full-time School of Business faculty member with professorial rank. Prerequisites: Admission to the School of Business and consent of directing faculty member prior to enrollment. May not be taken A/Pass/Fail.

**AC 421 Advanced Financial Accounting (3)**

Accounting methods and procedures related to partnerships, branches, business combinations, and foreign exchange. Prerequisites: Admission to the School of Business and AC 322. May not be taken A/Pass/Fail.

**AC 423 Federal Income Taxation - Individual (3)**

Income tax laws, regulations, and procedures pertinent to individual taxpayer reporting. Prerequisites: Admission to the School of Business and AC 224, AC 225, and BU 250 completed with grades of "C" or better. May not be taken A/Pass/Fail.

**AC 424 Federal Income Taxation - Business Entities (3)**

Income tax laws, regulations, and procedures pertinent to partnership, corporation, and fiduciary reporting. Prerequisites: Admission to the School of Business and AC 225 and BU 250. May not be taken A/Pass/Fail.

**AC 425 Auditing (3)**

The course covers essential processes of auditing including specific procedures and techniques usable in the public and private sectors. Technical standards of these sectors receive attention with an emphasis on ethics related to the profession of auditing. The course includes operational and compliance auditing in addition to auditing of financial statements. Other content areas are the auditor's role in society, the application of internal control concepts, the understanding of accounting information systems, the methods of statistical sampling and the use of auditing software. Prerequisites: Admission to the School of Business and AC 321, AC 322, and AC 330 completed with grades of "C" or better. (AC 322 may be taken concurrently.) May not be taken A/Pass/Fail.

**AC 427 Governmental and Institutional Accounting (3)**

Methods and procedure used in fund accounting with emphasis on governmental units and not-for-profit organizations. Prerequisites: Admission to the School of Business and AC 225 and BU 250. May not be taken A/Pass/Fail.

**AC 428 Fraud Examination (3)**

Theory, techniques, methods and procedures for the detection, investigation, and deterrence of fraud. Prerequisites: Admission to the School of Business and AC 224, AC 225, and BU 250 or equivalent. May not be taken A/Pass/Fail.

**AC 431 Contemporary Issues in Accounting (3)**

Current issues in accounting with emphasis on the releases of the American Institute of Certified Public Accountants and the Financial Accounting Standards Board. Includes accounting theory to solving accounting problems. Prerequisites: Admission to the School of Business and AC 322. May not be taken A/Pass/Fail.

**AC 499 Internship In Accounting (3)**

Professional work experience with a business firm or governmental agency in some phase of public, private, or governmental accounting. The work situation must create a new learning experience for the student. Credit hours in this course may be used only as elective business hours and will not count toward the minimum 63 hours of accounting, business, and economics hours required of the BBA candidate nor will they count toward the minimum twenty-four hours of accounting required of accounting majors. Internship credit hours will be counted in the maximum School of Business hours an accounting major may earn within a 120-hour program. The student's grade will be awarded on a pass-fail basis, as determined by the supervising faculty member. Prerequisites: Admission to the School of Business, consent of the accounting faculty, appropriate academic background, at least 75 semester credit hours, at least a 2.5 overall grade average, and meet the general qualifications specified by the sponsoring business firm or governmental agency.

**Business****BU 101 Introduction to Business (3)**

Designed to introduce the student to the American business system and to analysis of business organization and operation.

**BU 115 Entrepreneurship and Entrepreneurship Law (3)**

Assists aspiring business owners and managers in recognizing issues relevant to starting-up, maintaining, and growing a company.

**BU 180 Personal Finance (3)**

Personal and family financial planning. Topics include: consumer legislation, consumer finance, family budgeting, estate planning, insurance, individual income tax, home buying, mortgages, retirement pensions, and investments.



**BU 250 Management Information Systems (3)**

Concepts of information systems; analysis, evaluation, and implementation of management information systems; data-base management; information systems and management. (Assumes intermediate knowledge of MS Office applications, including Excel spreadsheets.) Prerequisites: EN 101, and MA 116 (recommended) or MA 112, or MA 123, or MA 141, or MA 151.

**BU 258 Foundations of Data Analysis (3)**

Foundational knowledge and technology to perform fundamental data analysis supporting problem solving and evidence based decision making. Through hands-on experiences, students will identify, extract, prepare, and analyze data and communicate those results that inform decisions. Prerequisites: EN 101, MA 116 (recommended) or MA 112, and BU 250.

**BU 259 The Business of Art (3)**

Explores and analyzes approaches to art valuation, art appraisal, and entrepreneurship in the arts. Examines the art market, the art consumer, and the value of art. Business problems and opportunities in the world of art are identified, analyzed, and assessed. Prerequisite: MA 112.

**BU 260 Business Plan Development (3)**

Through application of an entrepreneurial framework, learn to evaluate opportunities and develop a business concept to determine feasibility and access funding. Gain confidence to use entrepreneurial thinking and action with future opportunities.

**BU 302 Business Communications (3)**

Written communications including simpler types of business messages. Emphasis is placed on positive planning for effective human relations through management messages. Prerequisites: EN 101, and CN 150 or CN 365.

**BU 305 Contemporary Information Systems (3)**

Enterprise Resource Planning (ERP) computer systems. Understanding of business processes and their relation to Integrated Information Systems. Advanced Computer Modeling. Prerequisites: BU 250 and AC 225.

**BU 309 Business Data Communication and Networking (3)**

Understanding of the technical and managerial aspects of business data communications and networking to support business processes. Prerequisites: BU 250, AC 225, EC 200, and EC 201.

**BU 315 Legal Environment of Business (3)**

Legal process, nature, and sources of the law, government regulation and administrative law as they affect business. Prerequisites: EC 200, EC 201, and 2.0 GPA.

**BU 319 Labor Law & Legislation (3)**

The statutory, judicial and administrative law pertaining to labor-management relations. Prerequisites: EC 200 and EC 201.

**BU 342 Organization & Management (3)**

Management theory and practice, including fundamentals of management; making things happen; meeting the competition; organizing people, projects, and processes; and motivating and leading. Emphasis is given to the development of management, organizational structures, organizational dynamics, the impact of environmental forces and use of analytical tools in the performance of the management function. Prerequisites: EC 200 and EC 201; one of the following: PY 100 or SO 100; and 2.0 GPA.

**BU 343 Entrepreneurship, Creativity, and Innovation (3)**

Provides students with an overall understanding of the entrepreneurship process. Specifically explores the dimensions of creativity and innovation, and how these can aid firm growth. Explores the scope of entrepreneurship as new venture development and examines entrepreneurship as a manageable process that can be applied in any organizational setting. Exposes students to a mix of theory and practice which is applied to real world situations. Prerequisites: BU 260, or EC 200, EC 201, and BU 342 (or concurrent).

**BU 345 Human Resources Management (3)**

The principles and practices of sound employee relations with emphasis upon the selection, development and morale of employees. Prerequisites: EC 200 and EC 201.

**BU 346 Organizational Behavior (3)**

Review of theory and research related to work behavior in organizations with focus on individual and group behavior. Prerequisites: PY 100 or SO 100.

**BU 347 Production and Operations Management (3)**

Operations management in both manufacturing and service organizations. Use of models to make operations management decisions in the areas of productivity, quality, customer service, and production and process strategy. Prerequisites: BU 250, BU 342, EC 211 (or MA 346), AC 225, MA 116 or higher, and 2.0 GPA.

**BU 355 International Business (3)**

The global economic and political environment in which international trade and investment activities as conducted by multinational and national business organizations. Examination of the international dimensions of the areas of finance, management, marketing, operations, and business strategy. Prerequisites: AC 225 or BU 101, EC 200 and EC 201.

**BU 356 Cross-Cultural Management (3)**

Critical assessment of practices in managing a culturally diverse workforce. Applications of culture to ethics and values across the globe, communication, motivation, dispute resolution, and human resource management. Prerequisite: BU 342 (or concurrent).

**BU 360 Principles of Marketing (3)**

Marketing concepts and their relevance to organizational objectives and methods of operation. Marketing environment, marketing mix, marketing planning, strategy implementation, and assessment of marketing performance. Emphasis on improving marketing performance in a socially and ethically responsible manner. Prerequisites: EC 200, EC 201, and 2.0 GPA.

**BU 361 Principles of Retailing (3)**

Structural organization for retailing and the functional activities involved. Principles of site selection, staffing, planning, pricing, buying merchandise, sales promotion and expense management are included. Prerequisite: BU 360.

**BU 362 Marketing Research (3)**

Techniques by which industries and individual firms seek to coordinate buying with consumer demand. Application of research techniques to various marketing problems. Prerequisites: BU 360 and EC 211 (or MA 346).

**BU 363 Promotion (3)**

Examination of the promotion function of the marketing mix. Topics include: promotion strategy; management of the promotion mix (advertising, sales promotion, public relations); media strategy; and evaluation. Prerequisite: BU 360.

**BU 364 Consumer Behavior (3)**

The behavior of buyers of goods and services. An examination will be made of theories, concepts, methods and research findings of other disciplines and a study of the relation of these findings to management decision making. Industrial and consumer buying behavior will be considered within the context of the course. Prerequisite: BU 360.

**BU 366 Sales (3)**

A detailed examination of the selling dimension of the promotion mix. Topics include: personal communication; personal selling; relationship-building; and sales strategy and management. Prerequisite: BU 360.

**BU 368 International Marketing (3)**

Analysis of marketing management problems, techniques and strategies in international marketing, emphasizing changes in competition and market structure abroad.

**BU 369 Entrepreneurial Marketing (3)**

Framework to identify, create, and implement innovative marketing techniques for new ventures and small businesses in a resource-constrained environment. Creative strategies for the start-up phase for new products and services or in new markets and also applicable in large organizations. Prerequisite: BU 360.

**BU 371 Digital Marketing (3)**

Examines how digital technologies can be employed to enhance and implement the marketing function. Provides an overview of the concepts defining the digital environment and examines the concepts and techniques that characterize marketing in the digital environment. Prerequisite: BU 360.

**BU 374 Principles of Risk and Insurance (3)**

The study of risk and insurance, dealing with the principal risks to which individuals are exposed, and the various means of dealing with risk, including insurance, risk retention, self-insurance, and loss prevention. Examines the responsibilities and activities for treating risk at three levels: personal and family, employer, and government.

**BU 375 Property and Liability Insurance (3)**

An advanced insurance course of current financial, legal and social problems involving property-liability insurance; analysis of legal problems involving insurance coverage, financial aspects, and governmental regulation of the property-liability insurance enterprise, and economic aspects of the insurance industry. Prerequisite: BU 374.

**BU 378 Life and Health Insurance (3)**

The problems of and the alternative techniques for the insuring of health and human life values from the differing viewpoints of the company, the economy, and the consumer. Among the topics covered are health and financial needs in the life cycle of the family, settlement options and the programming elements of business insurance, estate planning, probability theory mortality, rating and reserves, and the recent changes in the health insurance industry. Prerequisite: BU 374.

**BU 381 Business Finance (3)**

Theory and techniques of financial management, designed to provide the basic financial background needed by students in business, economics, or related fields. Topics include: capital budgeting, capital structure, dividend policy, the cost of capital, and working capital management. Prerequisites: EN 101, AC 224, AC 225, BU 250, MA 116 or higher, EC 211 (or MA 346), and 2.0 GPA.

**BU 387 Credit Management (3)**

Principles and procedures involved in mercantile and consumer credit. The organization and operation of a credit department, source of credit information, and collection procedure and policies. Prerequisites: EC 200 and EC 201.

**BU 389 Entrepreneurial Finance - Small Business (3)**

The financial aspects of the management of small business and entrepreneurial firms (sole proprietorships, partnerships, small nonpublic corporations). Prerequisite: BU 381.

**BU 390 Principles of Real Estate (3)**

A course that surveys the many areas of the real estate business and real estate investment. Financing, appraisal, loan closing, marketing, property management, land description, title transfer and other topics are included in the course.

**BU 392 Real Estate Law (3)**

Elements of property laws, purchase contracts, listing agreements, estates and trusts. Prerequisite: BU 315.

**BU 393 Real Estate Appraisal (3)**

An introduction to real estate appraising including the market comparison, cost and income approaches to value with emphasis on house appraisal.

**BU 403 Special Topics/Business (3)**

Selected topics announced in advanced. May be taken more than one semester. Prerequisite: Admission to the School of Business. Other prerequisites will be specified for each topic.

**BU 404 Independent Study-Business (3)**

Individual study of a topic in business. Activity must be supervised by a full-time School of Business faculty member with professorial rank. Prerequisites: Admission to the School of Business and consent of directing faculty member prior to enrollment.

**BU 405 Honors Research-Business (3)**

Restricted to those students seeking to qualify for honors in the major field and designed to provide an intellectual challenge for superior students with a strong interest in scholarship. Course activity must be supervised by a member of the full-time School of Business faculty with professorial rank. Prerequisites: Admission to the School of Business and consent.

**BU 406 International Business and Entrepreneurial Experience (3)**

First-hand business experience acquired in an international setting. Analysis of business problems, ideas, opportunities, techniques, and strategies in an international context. Emphasizes changes in competition and market structure abroad. Washburn students will work in teams with foreign students to solve a problem for an overseas company. With approval, this course may be taken for credit more than once. Prerequisites: Admission to the School of Business, BU 315, BU 347, BU 381 (or concurrent), and consent.

**BU 416 Commercial Transactions (3)**

Commercial law in the area of the Uniform Commercial Code, suretyship, insurance, professional responsibilities, etc. Prerequisites: Admission to the School of Business and BU 315.

**BU 417 Legal Business Associations (3)**

Examination of the law of agency, partnerships, corporations, and security regulations. Prerequisites: Admission to the School of Business and BU 315 recommended.

**BU 419 Labor Relations (3)**

Labor relations and collective bargaining including the history, structure, and policies of labor organizations. Mediation and arbitration are considered. Prerequisites: Admission to the School of Business and EC 341.

**BU 430 Financial Modeling (3)**

Combining financial theories and models with spreadsheet technology to make financial decisions. Focus on utilizing existing and creating new financial spreadsheet functions, sensitivity analysis, and scenario analysis. Prerequisites: BU 381 and admission to the School of Business

**BU 449 Strategic Management (3)**

Integrate the functional areas of business in formulating and implementing basic policy for business. Analytical approach to strategic decisions applied to practical examples of problems faced by business firms. May not be taken for graduate credit. Prerequisites: Admission to the School of Business, BU 342, BU 347, BU 360, BU 381, and 2.0 GPA.

**BU 457 Multinational Enterprise Practices (3)**

Multinational enterprise principles and solutions to meet international accounting and global supply chain business needs. Benefits risks, and costs associated with MNE managers's decisions. Prerequisite: Admission to School of Business, and BU 342 or BU 355.

**BU 460 Small Business Institute (3)**

Student groups counsel and consult with small business firms selected by the Small Business Administration and the instructor. Field work with the firms provides opportunities to identify and analyze problems, and to make recommendations. Prerequisites: Admission to the School of Business, senior business major, and consent.

**BU 461 Small Business Institute (3)**

Student groups counsel and consult with small business firms selected by the Small Business Administration and the instructor. Field work with the firms provides opportunities to identify and analyze problems, and to make recommendations. Prerequisites: Admission to the School of Business, senior business major, and consent.

**BU 470 Entrepreneurship Clinic (3)**

The capstone of the entrepreneurship program. Key building blocks: in class debate, field cases, redefinition and development of business ideas moderated by instructors. Students will be expected to work for and with entrepreneurs and develop business models that can be implemented. They will present a working model by the completion of the course. Successful entrepreneurs will participate as speakers/ moderators and mentors for the participating students. Prerequisites: BU 343 or admission to the School of Business.

**BU 471 Marketing Management (3)**

Examination of the strategic marketing management process planning, implementation, and control. Topics include: environmental, competitor, and customer analysis; market targeting; the marketing mix; and the international aspects of marketing management. Case analysis and marketing models are used. Prerequisites: Admission to the School of Business and BU 360.

**BU 473 Marketing Channels (3)**

The distribution function of the marketing mix. Topics include: channel structure and function; strategic channel development; channel management and logistics; direct channels, service channels, franchising, and international distribution channels. Prerequisites: Admission to the School of Business and BU 360.

**BU 475 Theory of Insurance (3)**

The nature and cost of risk in our economic society, and of the methods of handling it. Prerequisites: Admission to the School of Business and BU 375.

**BU 477 International Finance (3)**

The financial management of a multinational business enterprise. Develops strategies for investing internationally, including hedging exchange rate risk, adjusting to client preferences and home currencies, evaluating performance, estimating a corporation's exposure to real exchange rate risk, strategies to hedge risk or to dynamically adjust to shocks, and reasons for a corporation to hedge. Also covers international capital budgeting, multinational transfer pricing, and international cash management. Prerequisites: Admission to the School of Business and BU 381, or equivalent (assumes accounting and statistics).

**BU 483 Investments (3)**

The theory and techniques of financial asset analysis including the fundamental, technical, and efficient market approaches. The course is designed to provide background needed by individuals (regardless of major) to make investment decisions. Topics include: market mechanism, mutual funds, the yield curve, fundamental common stock analysis, and portfolio theory. Prerequisites: Admission to the School of Business and BU 381.

**BU 484 Applied Portfolio Management (3)**

Provides students with the opportunity to practice investment analysis and portfolio management. Students will use industry tools to analyze investment strategies and allocate funds provided by the Washburn University Foundation to various investments held in a portfolio that is reviewed and updated in subsequent semesters. Prerequisites: Admission to the School of Business or declaration of the Actuarial Science major and BU 483.

**BU 488 Financial Management (3)**

Specialized skills in corporate financial management are developed through the application of techniques such as the discounted cash flow method, dividend valuation model, capital asset pricing model, and options pricing models. Problem areas covered include working capital management, capital budgeting, and capital structure. Prerequisites: Admission to the School of Business and BU 381.

**BU 491 Real Estate Finance (3)**

Methods of financing residential, commercial and industrial properties. The nature of mortgage loans for construction and permanent financing and land development. Sources of funds, lender requirements, and loan and investment yield analysis. Secondary mortgage market financing. Prerequisites: Admission to the School of Business and BU 381.

**BU 493 Income Property Appraisal (3)**

Techniques and methods used in appraising income properties. Prerequisites: Admission to the School of Business and BU 393.

**BU 495 Real Estate Investment (3)**

Cash flow and investment return analyses are applied to income-producing properties. The most commonly used methods of yield analysis are used in real estate investment case analysis. Financing, appraisal, taxation, and property rights are applied to apartment and office buildings, rental houses, shopping centers, industrial parks, and other types of properties. The capstone real estate course. Prerequisites: Admission to the School of Business.

**BU 499 Internship in Business (3)**

Professional work experience with a business firm or governmental agency in the following areas of specialization: finance and banking, management, and marketing. The work situation must create a new learning experience for the student. Credit hours may be used only as elective business hours and will not count toward the minimum 63 hours of accounting, business, and economics hours required of the BBA candidate. The grade will be awarded on a pass-fail basis, as determined by the supervising faculty member. Prerequisites: Admission to the School of Business, consent of the major area faculty, appropriate academic background, at least seventy-five (75) semester credit hours, at least a 2.5 overall GPA, and meet the general qualifications specified by the sponsoring business firm or governmental agency.

**Data Analytics****DA 348 Data Discovery and Management (3)**

Students will identify and manipulate data that will provide actionable information to solve business problems. Prerequisite: BU 250, BU 248 or BU 258, and EC 211 or MA 346

**DA 358 Data Methods and Warehousing (3)**

Students will learn methods to process a variety of data types (unstructured and semi-structured) and to use technologies that convert, analyze and store large volumes of data. Unstructured and semi-structured data will be converted into information useful for problem solving. Prerequisite: BU 250 and BU 248 or BU 258, and EC 211 or MA 346

**DA 368 Data Mining and Modeling (3)**

Students will learn technologies that can be used to discover relationships among data. These relations can be used to create models used to predict or classify new data. Prerequisite: BU 250 and BU 248 or BU 258 and EC 211 or MA 346

**DA 478 Data Analytics Applied - Practicum (3)**

Students will apply the data analytics process, including data discovery, transformation, organization, and modeling, to a real-world project and learn to effectively communicate the solutions. Prerequisite: DA 348 and DA 358 and DA 368.

**Economics**

Economics courses cannot be used to meet the general education distribution requirement in the social science area for students seeking the BBA, but they can be used to meet the requirement for twelve additional hours in a general education discipline. (See BBA requirements for details.)

**EC 100 Introduction to Economics (3)**

Factors determining the general levels of employment and inflation are examined as well as an analysis of markets, prices and production. Current economic problems are used to illustrate these concepts. Not open to students who have credit in EC 200 or EC 201. EC 100 may not be used as a substitute for EC 200 or EC 201.

Course Attributes:

- KBOR Gen Ed: Scientific Reasoning and Literacy
- KBOR Gen Ed: Social and Behavioral Sciences
- Pre-AY 2024-2025 Gen Ed: Social Science
- USLO: Quantitative and Scientific Reasoning and Literacy

**EC 200 Principles of Microeconomics (3)**

The fundamentals of price theory. A study of the interaction of markets and decisions made by consumers and firms. Market structure, allocation of resources, and efficiency issues are addressed. Prerequisites: MA 116 (recommended) or MA 112, or higher. (Formerly EC 202)

Course Attributes:

- KBOR Gen Ed: Scientific Reasoning and Literacy
- KBOR Gen Ed: Social and Behavioral Sciences
- Pre-AY 2024-2025 Gen Ed: Social Science
- USLO: Quantitative and Scientific Reasoning and Literacy

**EC 201 Principles of Macroeconomics (3)**

Nature and performance of the American economy considered in the aggregate. Topics include the determinants of aggregate output, unemployment, and inflation. Analyses of national income, business cycles, fiscal and monetary policies, and international trade are introduced. Prerequisites: EC 200, MA 116 (recommended) or MA 112, or higher.

Course Attributes:

- KBOR Gen Ed: Scientific Reasoning and Literacy
- KBOR Gen Ed: Social and Behavioral Sciences
- Pre-AY 2024-2025 Gen Ed: Social Science
- USLO: Quantitative and Scientific Reasoning and Literacy

**EC 211 Statistics for Business and Economics (3)**

The application of statistical methods to decision problems in business and economics. Topics include sampling distributions and their properties, statistical inference, simple linear and multivariate regression analysis, application of regression and smoothing techniques to time series analysis, analysis of variance, distribution-free and chi-square test procedures, and concepts of statistical quality control. Prerequisites: MA 140, or its equivalent, and MA 116 (or MA 141 or MA 151 or higher), or their equivalents with grades of C or better.

**EC 300 Microeconomic Analysis (3)**

An in-depth analysis of the behavior of individual economic units and various economic policies is developed, using the tools of price theory and game theory. Prerequisites: EC 200, EC 201, MA 116 or higher, and 2.0 GPA. MA 141 is recommended but not required.

**EC 301 Macroeconomic Theory (3)**

A study of the determinants of the level of aggregate income, employment, and prices. Analyses of secular and cyclical changes in economic activity, and of the effects of public policy on aggregate economic experience. Integration of international trade and finance into macroeconomic models. Classical, Keynesian, and Monetarist theories are analyzed. Prerequisites: EC 200, EC 201, MA 116 or higher, and 2.0 GPA.

**EC 306 Game Theory and Applications (3)**

Acquaints the student with concepts and tools of game theory and their use in strategic decision making. Applications of game theory to business, sociology, political science, and evolutionary biology are discussed. Prerequisites: MA 116 and MA 140.

**EC 310 History of Economic Thought (3)**

Comparative study of the historical origin, content, and impact of selected schools of economic thought. Emphasis upon tracing evolution of economic theories out of specific historical contexts. Major schools of economic thought from the Greeks through Adam Smith to the present. Prerequisites: EC 200 and EC 201.



**EC 313 Industrial Organization and Policy (3)**

An in-depth look at market structures and their effect on tactics and strategies of firms. Includes economic analysis of government efforts to regulate and control business activities. Prerequisites: EC 200 and EC 201.

**EC 341 Labor Economics (3)**

An analysis of the market for labor in the United States. Investigates issues of wage determination, worker productivity, labor supply and demand analysis, employment, and education and training. May include income inequality, discrimination, promotion, compensation, and immigration. Prerequisites: EC 200 and EC 201.

**EC 388 Urban & Regional Economics (3)**

The location of economic activity for firms, industries and cities used as a base for considering regional growth and decline and urban economic structure, problems, and policies. Prerequisites: EC 200 and EC 201.

**EC 403 Special Topics/Economics (3)**

Selected topics announced in advance. May be taken more than one semester. Prerequisites will be specified for each topic.

**EC 404 Independent Study-Economics (3)**

Individual study of an economic problem. Course activity must be supervised by a member of the full-time faculty with professorial rank in the School of Business. Prerequisite: Consent of directing faculty member prior to enrollment.

**EC 405 Honors Research in Economics (3)**

Restricted to those students seeking to qualify for honors in the major field. The study is designed to provide an intellectual challenge for superior students with a strong interest in scholarship. Course activity must be supervised by a member of the full-time faculty with professorial rank in the School of Business. Prerequisites: Senior major and consent.

**EC 409 Introductory Econometrics (3)**

An introduction to analysis and its applications. Investigates the use of linear regression models, their standard assumptions, and correction for violation of these assumptions. Special topics may include qualitative explanatory variables, distributed lags, and simultaneous equation models. Prerequisites: EC 200, EC 201, and EC 211 (or MA 343).

**EC 410 International Economics (3)**

The theory of international trade and international finance. Costs and benefits of international economic interdependence. Discussion of current issues in trade policy and the international economic system. Prerequisites: EC 200 and EC 201.

**EC 480 Public Finance (3)**

The theory of taxation, public expenditure and fiscal policy. Impact of government financial policies upon resource allocation, income distribution, economic growth, economic stabilization and balance of payments. Foundations for balanced state and local taxation. Prerequisites: EC 200 and EC 201.

**EC 485 Money & Banking (3)**

The economic principles and institutional features of money, the payments system, and the financial system, with emphasis on commercial banking. Analyzes the Federal Reserve System and the effect of monetary policy on the economy. Prerequisites: EC 200 and EC 201.

**EC 499 Internship in Economics (3)**

Professional work experience with a government agency, financial institution, or other business firm in the area of economic analysis or planning. The work situation must create a new learning experience for the student. Credit hours in this course will not count toward the minimum 63 hours in the School of Business required for the BBA. The student's grade will be awarded on a pass/fail basis, as determined by the supervising faculty member. Prerequisites: Consent of major area faculty, appropriate background, at least seventy-five (75) semester credit hours, at least a 2.5 overall GPA and meet the general qualifications specified by the sponsoring business firm or governmental agency.