

Bachelor of Science in Business

Since its founding in 1924, the School of Business at the University of Kansas has been committed to shaping tomorrow's business leaders. The business school holds the gold standard of accreditation in business education, the Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>), for both the school and its accounting programs. With its focus on teaching and research, the KU School of Business bridges theory and practice to know where business is going. Learn more at business.ku.edu (<https://business.ku.edu/>).

Undergraduate Admission to the School of Business

There are two paths for admission to the School of Business:

1. Direct freshman admission
2. Competitive admission

Freshman Admission

Applicants accepted at KU with an interest in business are eligible for direct admission into the School of Business based on an index score calculated using high school GPA and ACT composite or SAT math and evidence-based reading and writing scores. The index score is calculated as $ACT/10 + HS\ GPA = \text{index score}$. The required index score is at least 5.55. Students should refer to the official ACT/SAT concordance table when comparing SAT scores to ACT scores. Directly admitted freshman must start the sequence of B.S.B. professionalism courses in their first semester.

Note: Freshman admission is not an option for students who change their major to business or pre-business after the start of their first semester of college at KU or elsewhere. Such students should apply for competitive admission.

Competitive Admission

Students who do not meet direct admission standards, transfer students, and students who start out at KU pursuing other majors can be admitted to the B.S.B. degree program through competitive admission. Current KU students applying for competitive admission process should apply for a change of school during the semester in which they will complete the minimum requirements for admission. Applicants who are not currently KU students must first apply to KU and submit official transcripts for all previous colleges and universities attended to the Office of Admissions (<http://admissions.ku.edu/>) along with the application. To facilitate advising, current KU students applying for competitive admission are encouraged to submit *change of school requests* by September 15 for spring admission and by February 15 for fall admission. Visit the Office of International Support Services (<http://www.iss.ku.edu/>) for information about international admissions.

Competitive admission to the B.S.B. program is subject to the following requirements:

- Sophomore standing (>30 credit hours completed)
- Completion of three pre-admission foundation courses or their equivalents, which must be taken for a grade:

- ECON 142 - Principles of Microeconomics
- ACCT 200 - Financial Accounting 1
- BSAN 202 - Statistics or DSCI 202 - Statistics
- Greater than or equal to 2.5 GPA in overall, overall KU, professional, and KU professional coursework
- When the School of Business must accept grades of credit/no credit (contrary to standing School policy), an assigned grade of "credit" will be treated as a "C" or 2.0 for admission purposes. Exceptions and petitions may be considered on a case-by-case basis.
- Upon admission to the B.S.B. program students must enroll in BUS 150 - Foundations of Business and begin or continue the required B.S.B. professionalism course sequence.

Academic Probation Policy

Students admitted to the B.S.B. degree program by direct, competitive, or transfer admission whose overall GPA, overall KU GPA, professional GPA, KU professional GPA, or within-major GPA falls below 2.5 will be placed on academic probation. Following imposition of probation students must meet with their academic advisors to develop and implement an academic performance improvement plan. Probation will be rescinded after the subsequent academic term if relevant GPAs improve to above these thresholds; absent academic performance improvement students may be dismissed and may not register for School of Business courses with restricted enrollment except by special permission. Petitions for readmission will be evaluated on evidence of improvement in academic performance.

Transfer Students

Transfer students may find it to their advantage to enter KU before the junior year, because some required courses may be available only at KU. Students attending Kansas community colleges should consult their advisors and a KU School of Business academic advisor about course equivalents and articulation agreements to ensure progress toward the degree. The Office of Admissions provides a guide (<http://credittransfer.ku.edu/>) to how classes at your current or former school transfer to KU. You must submit official transcripts of course work completed to the Office of Admissions (<http://admissions.ku.edu/>) before a final determination can be made.

At least 30 hours of junior/senior professional course work must be completed at KU (courses in residence) for the student to be eligible for graduation. Only transfer grades of C- or higher apply toward graduation from the KU School of Business.

64-Hour Rule

A maximum of 64 hours of community college course work can be applied toward a KU business degree. All subsequent credit hours earned at a community college or other 2-year institution add an equivalent number of hours to the 120-hour minimum required to graduate.

10-Year Rule

Transfer business credits are limited to a 10-year span in which they can be considered equivalent to a KU School of Business course and satisfy any corresponding requirement. This 10-year limit begins on the date of completion of the credit. After 10 years, transfer business credits are treated as elective business credit, and a course repeat or update may be necessary.

Tentative Evaluation of Credit

Students are advised to work with an academic advisor if they are considering enrolling in a class outside of KU. Before enrolling in any non-KU courses, students should confirm the course transfers over properly in Credtran (<https://admissions.ku.edu/apply/credit-transfer/>) or submit course syllabi for approval by using the transfer credit evaluation form for business classes located here (<https://business.ku.edu/student-and-academic-services/requests-petitions-transfer-credit-substitutions/>).

Readmission

Students must submit an application for readmission to KU if their lapse in attendance is one semester or more. See the Office of Admissions for more information. Students may be readmitted to the School of Business if they left the school in good standing and it has been less than 5 years since they last attended.

5-Year Rule

If a student does not complete the business degree within 5 years of last attendance, the student must reapply through the competitive admission process. Students also must complete degree requirements in effect at the time of readmission to the business school regardless of the initial program.

Dismissal

Students who have been dismissed from the school must reapply through the competitive admission process.

Bachelor of Science in Business Degree Requirements

The School of Business offers a Bachelor of Science in Business (B.S.B.) with majors in accounting, business administration, business analytics, finance, information systems, management and leadership, marketing, and supply chain management. Also offered are a co-major in international business and various discipline-specific minors and certificate programs. Each major consists of the following components: general education courses, business foundation classes, international dimension requirement, major courses, and advanced business electives to satisfy requirements of specific majors, minors, and certificates. Degree program requirements are subject to change. It is the student's responsibility to stay informed of requirements. To receive the B.S.B. degree students must complete the degree requirements in effect at the time they are admitted to the school.

General Education Requirements

All business majors are required to take the following course, which may satisfy KU Core requirements:

Code	Title	Hours
COMS 322	Audience Centered Public Speaking in the Workplace	3
MATH 115 or MATH 125	Calculus I	3
PSYC 104	General Psychology	3
Natural Science with lab		

Requirements for All Majors

Professionalism course sequence

Starting with first-year students as of fall 2020, all business majors must complete the required sequence of the following one-credit-hour professionalism courses:

Code	Title	Hours
BUS 110	Introduction to Professionalism	1
BUS 120	Emerging Topics in Business	1
BUS 210	Career Management and Planning	1
BUS 310	Internships with Impact	1
BUS 410	Professionalism Capstone	1

In addition to these courses, students must complete a 230-level introductions to professions course appropriate to their respective majors, listed below.

Code	Title	Hours
ACCT 230	Introduction to the Accounting Profession	1
BUS 230	Introduction to Professions in Business	1
BSAN 230	Introduction to Business Analytics, Information Systems, and Supply Chain Management Professions	1
FIN 230	Introduction to the Finance Profession	1
IST 230	Introduction to Business Analytics, Information Systems, and Supply Chain Management Professions	1
SCM 230	Introduction to Business Analytics, Information Systems, and Supply Chain Management Professions	1
MGMT 230	Introduction to the Management Profession	1
MKTG 230	Introduction to the Marketing Profession	1

Foundation Courses

The following courses are considered foundation courses and must be completed by all majors:

Code	Title	Hours
BUS 150	Foundations of Business	3
ECON 142 or ECON 143	Principles of Microeconomics	3
ECON 144 or ECON 145	Principles of Macroeconomics	3
ACCT 200	Fundamentals of Financial Accounting	4
BSAN 202	Statistics	3

Core Courses and Capstone Course

In addition to the business foundation courses, all majors must complete the following courses:

Code	Title	Hours
Core Courses		
ACCT 201	Managerial Accounting I	3
BE 301 or BE 302	Managerial Economics	3

BLAW 301	Legal Aspects of Business	3
or BLAW 302	Legal Aspects of Business, Honors	
BUS 305	Business Writing	3
FIN 310	Finance	3
or FIN 311	Finance, Honors	
IST 310	Introduction to Information & Management Productivity Systems	3
BSAN 310	Introduction to Business Analytics	3
or BSAN 311	Introduction to Business Analytics, Honors	
MGMT 310	Principles of Management	3
or MGMT 311	Principles of Management, Honors	
MKTG 310	Marketing	3
or MKTG 311	Marketing, Honors	
SCM 310	Management Science and Operations Management	3
or SCM 311	Management Science and Operations Management, Honors	
Capstone Course		
MGMT 498	Business Policy and Strategy	3
or MGMT 499	Business Policy and Strategy, Honors	

International Dimension Requirement

The International Dimension Requirement (IDR) is required of all students graduating from the KU School of Business. To complete the IDR, students must choose one of the following options:

OPTION 1. FOREIGN LANGUAGE

Complete through the fourth level (intermediate II) of courses in a modern foreign language or earn equivalent proficiency as determined by the appropriate language department. International students who have completed the English proficiency requirement through the Applied English Center (<https://aec.ku.edu/>) or receive passing TOEFL score according to business school TOEFL Policy may use this to fulfill Option 1.

OPTION 2. INTERNATIONAL STUDIES

6 credit hours of courses completed in one or a combination of the following categories:

1. (a) Study abroad credit hours from any study abroad program approved by KU.
2. (b) Contemporary regional/international studies/international business courses must be selected from a list available online (<https://business.ku.edu/>) and may be double-counted to meet General Education requirements. Courses in this category may be double-counted toward the corresponding business major and/or concentration.

Majors

Within the Bachelor of Science in Business degree, students may earn major(s) in accounting, business administration, business analytics, finance, information systems, management and leadership, marketing, or supply chain management. Each major has core and elective major courses which must be completed.

Program guides are available on the school's website (<https://business.ku.edu/undergraduate-programs/degree-programs/>).

Accounting Major

Accounting majors must complete four required courses (12 hours) and three ACCT elective courses (9 hours) with a grade-point average of at least 2.5. Students wishing to pursue academic eligibility for the Certified Public Accountant (CPA) exam or admittance to a Master of Accounting program must choose ACCT 330 (Introduction to Taxation) and ACCT 543 (Introduction to Auditing) as two of their three elective courses.

Code	Title	Hours
Accounting		
ACCT 320	Intermediate Accounting I	3
or ACCT 323	Intermediate Accounting I, Honors	
ACCT 325	Managerial Accounting II	3
ACCT 410	Intermediate Accounting II	3
or ACCT 411	Intermediate Accounting II, Honors	
ACCT 425	Accounting Information Systems	3
Three ACCT electives (not including ACCT 230 or ACCT 599)		9

Business Administration Major

This major offers a broad interdisciplinary approach. Discovering solutions to complex problems in a globalized marketplace requires a multidisciplinary and integrated approach. The major prepares students for a variety of job markets and career paths. The program is flexible, allowing students to develop in-depth skills in such areas as accounting, business law, finance, information systems, management and leadership, marketing, and supply chain management.

The major requires 21 hours of advanced business credit from courses numbered 320 or above. The 21 hours must be distributed across at least three of the following prefixes, with a minimum of 3 hours in each of the three prefixes selected: ACCT, BE, BLAW, BSAN, DSCI, ENTR, FIN, IBUS, IST, MGMT, MKTG, and SCM.

The student must satisfy all business graduation requirements for the B.S.B. and have a grade-point average of at least 2.2 in the 21 advanced business credit hours selected for the major.

Business Analytics Major

The goal of the Business Analytics program is to prepare students with the requisite knowledge to implement data gathering, cleansing, integration, and modeling tasks as well as data asset analysis for business applications. The program will build on the basic business core courses by adding the necessary courses in the Statistics, Data Domain, and Business Analytics Domain. These courses will cover statistical methods, data warehousing, dimensional modeling, big-data analytical methods, and visualization tools and techniques and will introduce topics such as data mining and predictive analytics. Students will have the skills and experience to create and manage big data initiatives as well as associated business processes facilitating large-scale business data analytics in organizations. Graduates will be able to serve as architects, change agents and analytics tool suite operators for business and government.

In addition to providing students with fundamental big data resource and infrastructure management skills, the program is also designed to provide graduates with exposure to applied areas (specifically Information Systems, Marketing or Supply Chain Management) through specific electives. Graduates will work as applied business analysts, data architects, data visualization experts, big data analysts, and data change agents. The areas of healthcare, public administration, mobile services,

retail, manufacturing, and consulting service industries are all areas where analytics talent will provide significant business value.

The Business Analytics major must complete the following core courses with a grade-point average of at least 2.5:

Code	Title	Hours
Business Analytics		
BSAN 326	Database Management Systems	3
BSAN 415	Data Analysis and Forecasting	3
BSAN 440	Foundations in Business Analytics	3
BSAN 450	Data Mining and Predictive Analytics	3
BSAN 480	Business Analytics Capstone	3
Two additional Business Analytics approved electives		6

Finance

Finance majors must complete the following core courses with a grade-point average of at least 2.5:

Code	Title	Hours
Finance		
ACCT 321	Intermediate Accounting for Finance	3
or ACCT 410	Intermediate Accounting II	
FIN 410	Investment Theory and Applications	3
or FIN 411	Investment Theory and Applications, Honors	
FIN 413	Financial Markets and Intermediaries	3
or FIN 414	Financial Markets and Intermediaries, Honors	
FIN 415	Corporate Finance	3
or FIN 416	Corporate Finance, Honors	
FIN 400 or higher electives		9

Information Systems Major

The information systems major exposes students to a range of studies focused on the effective use of information technologies in settings typical of business, governmental, and not-for-profit organizations. Students gain a comprehensive understanding of specific technologies as well as an appreciation of challenges involved with the application of such technologies in dynamic environments. The major equips graduates with both technical and managerial skill sets needed to begin careers in major business and governmental entities or with major information systems consulting firms.

The information systems major must complete the following core courses with a grade-point average of at least 2.5:

Code	Title	Hours
Information Systems		
IST 320	Fundamentals of Software Development	3
IST 325	Systems Analysis and Design	3
IST 326	Database Management Systems	3
IST 330	Fundamentals of Business Computer Networking	3
IST 410	IT Project Management	3
IST 320 or higher electives		6

Management and Leadership Major

The management and leadership major gives students the knowledge and skills to be successful leaders and managers of people and organizations. Students learn to design and modify organizational structure, strategy, and processes to enhance organization performance in a socially and ethically responsible manner. They learn how to influence and direct change through a better understanding of organization politics, vision, and values. Students learn to influence and lead others effectively through skill development in communication, motivation, and conflict resolution. They develop self-awareness and an appreciation for individual differences, leading to more successful work relations. They learn to lead and follow in team settings and to use team-based problem-solving skills. Students learn to create competent and committed teams and organizations through the use of effective systems for employee hiring, development, compensation, and performance management. They also learn about the challenges of competing globally, including how to adapt organizational structures, processes, and functions such as production, marketing, finance, and human resources so that they function more effectively cross-culturally. Student learning is enhanced through supporting activities such as clubs, consulting projects, case competitions, and study abroad opportunities.

The Management and Leadership degree will require the completion of 21 hours of coursework with 12 hours of foundational courses described below. These courses must be completed with a grade-point average of at least 2.5:

Code	Title	Hours
MGMT 405	Ethical Decision Making in Business	3
MGMT 410	Human Resources Management	3
MGMT 440	Advanced Organizational Behavior	3
MGMT 470	Leadership in Business Organizations	3

Elective Tracks: To satisfy the remaining 9 credit hours for the major, students will have an opportunity to complete one of the following focused curriculum ("tracks") through the selection of 3 unique upper division elective courses within the track.

NOTE: These tracks and courses are subject to change in the future according to changes in resources and needs.

Track: ORGANIZATIONAL LEADERSHIP

Electives (3 required):

Code	Title	Hours
MGMT 437	Developing Management Skills	3
MGMT 455	General Management Processes/Change	3
MGMT 472	Project Management	3
MGMT 485	Business Consulting	3
MGMT 525	Negotiations and Dispute Settlement	3
IBUS 480	International Management	3

Track: ENTREPRENEURSHIP

Electives (3 required):

Code	Title	Hours
ENTR 410	Building Entrepreneurial Competency	3
ENTR 430	Corporate Entrepreneurship	3
ENTR 450	Entrepreneurship Capstone	3

ENTR 460	Entrepreneurial Finance	3
ENTR 480	Small Business Management	3
ENTR 490	Solving Wicked Problems	3

Track: HUMAN RESOURCES

Electives (3 required):

Code	Title	Hours
MGMT 412	HR Management Analytics	3
MGMT 413	Recruiting and Selecting Effective Employees	3
MGMT 416	Training, Development, and Management Careers for Individuals and Organizations	3
MGMT 419	Managing Performance and Compensation	3
MGMT 431	Legal Environment for Managing Employees	3
MGMT 434	International Human Resource Management	3

Marketing Major

The marketing major gives students the concepts and tools needed to succeed as marketing managers skilled in the creation, evaluation, and refinement of marketing programs that lead to valuable exchanges between channel partners, firms, and customers. Core concepts and tools are primarily provided through four required foundation courses: marketing, marketing research, marketing strategy, and digital marketing. The major offers numerous electives to reflect the breadth of the marketing function and to allow students to tailor their programs to individual preferences and career goals. Such opportunities as the marketing club, consulting projects, case competitions, and study abroad further enhance the learning experience.

The marketing major must complete the following core courses with a grade-point average of at least 2.5:

Code	Title	Hours
Marketing		
MKTG 310	Marketing	3
or MKTG 311	Marketing, Honors	
MKTG 415	Marketing Research for Managers	3
MKTG 435	Marketing Strategy	3
MKTG 443	Digital Marketing and Social Media	3
MKTG 400 or higher electives		12

Supply Chain Management Major

Supply chain management professionals integrate the flow of materials, finances, and information from suppliers, manufacturers, wholesalers, distributors, and retailers to the final consumer and back again. The major gives students the basic skills to do this work. The demand for professionals in the field is rapidly growing as firms realize improved efficiency from good SCM practices. The field continues to evolve to become a proactive, strategic enterprise, often with global partners. Students typically have opportunities for internships and other experiential activities with businesses while they are in the program. The major offers a set of required core courses and electives.

The supply chain management major must complete the following core courses with a grade-point average of at least 2.5:

Code	Title	Hours
Supply Chain Management		
SCM 401	Introduction to Supply Chain Management	3
SCM 402	Procurement and Supplier Management	3
SCM 403	Logistics, Transportation and Warehouse Management	3
SCM 404	Management of Integrated Information System/ERP	3
SCM-related electives		9

Co-Major in International Business

International Business, Co-Major

To earn a co-major in international business, a student must co-major with another B.S.B. major and successfully complete a total of at least 21 credit hours distributed as follows:

- Required Knowledge:
 - 9 credits from three required courses:
 - IBUS 410
 - IBUS 480
 - IBUS 462
- Regional/Functional Knowledge:
 - 6 credits from two of the following course options:
 - IBUS 415
 - IBUS 425
 - FIN 420
 - MKTG 440
 - MGMT 434
- Elective:
 - 3 or more credits from the following:
 - One or more additional courses from the Regional/Functional list above.
 - IBUS 300 or IBUS 400 or IBUS 500.
 - Course from School of Business IDR list (300 level or above).
 - Other related course as approved by the designated IB faculty member.
 - Approved Business School study abroad program.
- Language Requirement:
 - 4 semesters of a foreign language or proficiency equivalency (0 – 12 credits).
- Study Abroad Requirement:
 - Summer or semester study abroad program (minimum 6 weeks).

Suggested Course Sequencing

Students in the School of Business should consult with their academic advisor to plan and execute their paths toward desired degrees. Each student's circumstances (e.g., direct versus competitive admission, transfer credits, initial math placement, plans for study abroad, desired major, desire to achieve double-major or minor degrees, etc.) are unique. Consequently the scheduling suggestions identified below must be tailored to each student's circumstances with the assistance of an academic advisor.

Freshman Year

Code	Title	Hours
BUS 110	Introduction to Professionalism (required first semester after admission)	1
BUS 120	Emerging Topics in Business (recommended second semester)	1
BUS 150	Foundations of Business (strongly recommended for first semester after admission)	3
PSYC 104	General Psychology (KU Core 3S)	3
ECON 142	Principles of Microeconomics	3
ECON 144	Principles of Macroeconomics	3
ACCT 200	Fundamentals of Financial Accounting	4
BSAN 202	Statistics (if math prerequisites met)	3
Mathematics: through calculus I -- KU Core 1.2 Quantitative Literacy		
KU Core Goal 2.1 Written Communication (e.g., ENGL 101)		
KU Core 3N Natural Science with lab		
KU Core 3H Arts and Humanities		
Foreign language or other classes satisfying international dimension requirement		

Sophomore Year

Code	Title	Hours
BUS 210	Career Management & Planning	1
ACCT 201	Managerial Accounting I	3
BSAN 202	Statistics (if math prerequisites completed in freshman year)	3
BE 301	Managerial Economics	3
BLAW 301	Legal Aspects of Business	3
ACCT 230	Introduction to the Accounting Profession (or recommended major-specific 230 professions course)	1
BUS 305	Business Writing	3
COMS 322	Audience Centered Public Speaking in the Workplace	3
Additional courses that satisfy KU Core requirements		
Business Core classes at 310-level; sequencing tailored to student's desired major (e.g., FIN 310 for finance majors)		
Major-specific courses if appropriate (e.g., ACCT 320 for accounting majors)		
Foreign language or other classes satisfying international dimension requirement		

Junior/Senior Year

Code	Title	Hours
BUS 310	Internship (recommended before senior year)	1
BUS 410	Professionalism Capstone (senior year)	1
MGMT 498	Business Policy and Strategy (senior year)	3
Remaining KU Core requirements		
Remaining Business Core classes		
Major-specific required and elective classes		
Additional courses to meet requirements for double-majors, B.S.B. minors (e.g., Minor in Entrepreneurship), or certificates		

Study Abroad

B.S.B. students frequently study abroad in year-long, semester-long, summer, and short-term study abroad programs -- while making progress to a four-year degree. Study abroad advisors in the School of Business are skilled at identifying suitable programs, helping students apply to study abroad programs, ensuring that credits earned abroad can be eligible for transfer to meet KU or School of Business degree requirements, and helping students apply for scholarships. Students are encouraged to visit <https://business.ku.edu/study-abroad> (<https://business.ku.edu/study-abroad/>) for additional information about study abroad opportunities and resources.

Graduation Requirements

Hours Required for Graduation

A minimum of 120 credit hours is required for graduation. Of the 120 hours, a student must earn at least 45 junior/senior hours and 30 residency hours (business courses numbered 300 or higher) completed within the KU School of Business.

- The 120-hour minimum to graduate is increased by the following:
 - More than 4 hours in physical education courses (HSES 112 and below).
 - More than 4 hours of music organization courses.
 - Any repeated courses for which a student has already received credit.
 - All subsequent credits earned at a community college or other 2-year institution after a student has completed a total of 64 community college credit hours.

Grade-Point Average Required for Graduation

To be eligible to graduate from the School of Business with any major, a student must earn a grade-point average of 2.5 in

- Total hours attempted from all schools (including Independent Study through KU Continuing Education),
- All professional (business courses including macro and micro economics) courses attempted from all schools,
- Total hours attempted at KU, and
- All professional (business courses including macro and micro economics) hours attempted at KU.

Students majoring in accounting, business analytics, finance, information systems, management and leadership, marketing, and supply chain management majors and co-majors in international business also must earn minimum grade-point averages of 2.5 in their respective major courses.

Independent Study Through KU Continuing Education

After admission to the school, students may complete up to 30 hours of Independent Study through KU Continuing Education. Prior approval from the school is recommended.

University Honors Program

Prebusiness majors who meet admission requirements for the University Honors Program (<http://www.honors.ku.edu/>) are strongly encouraged to participate in it. Its small, challenging classes provide an excellent opportunity for business majors to develop a strong base in liberal

arts and sciences. Because its requirements fit well with the school's distribution requirements, the program fits easily into the normal 4-year program.

Undergraduate Business Honors Program

The Business Honors Program allows an elite cadre of undergraduate business school students to participate in a special set of enrichments. Graduating with business honors requires that the students admitted to the programs complete at least 12 hours of business honors classes. They will also be expected to be deeply involved in the life of the school, routinely assuming leadership positions and taking advantage of experiential learning opportunities.