The College of Business offers the following under the supervision and jurisdiction of the college. The programs include:

**Undergraduate Major (B.A.S.)**
- Managing Business and Organizations

**Graduate Major**
- Master of Business Administration

**Program Certificate**
- Business Administration
- International Business, Culture, and Language (also listed in Department of Languages and Literatures)

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**Bachelor of Applied Science Degree Program**

The purpose of the Bachelor of Applied Science (B.A.S.) degree is to offer educational opportunities to those students who have completed an A.A.S degree and are now seeking to complete a four-year degree. These students are often place-bound and need to take online classes while remaining a full-time employee.

**Admission to the Program**

Each student entering the program must have earned:
1. an Associate of Applied Science (A.A.S) degree from an accredited institution; and
2. a minimum 2.00 grade point average; and
3. two years of relevant work experience.

**Total Credit Requirements**

A total of at least 120 semester hours of credit, including applicable transferable credit earned, is required for graduation. The total must fulfill the following specifications:

1. 23-24 hours of Liberal Arts Core classes, as outlined below (of which 9 hours can be transferred in as LAC 1A, 1B, and 1C);
2. 6 hours of Professional Communication, as outlined below;
3. 21-30 hours of Major coursework, from one of the majors listed below;
4. 0-19 hours of elective credit, for a total of 60 semester hours of credit taken at the University of Northern Iowa.

**Liberal Arts Core Requirements for B.A.S. Degree**

Students must meet the following undergraduate Liberal Arts Core requirements as specified below.

**Summary:**
1. Category 1: Core Competencies in Categories 1A (writing), 1B (speaking), and 1C (math) or transfer equivalencies* 9

* BAS students are permitted to transfer in courses equivalent to Categories 1A, 1B, & 1C. No other classes can be applied to fulfill the LAC portion of the BAS degree.

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**Professional Communication Required Courses for B.A.S. Degree**

Required:
- COMM 3155 (48C:173)  Business and Professional Oral Communication 3
- ENGLISH 3770  Technical Writing in Applied Sciences 3

**Total Hours** 6

**Managing Business and Organizations**

**Economics:**
- ECON 1031 (920:024)  Introduction to Economics (or equivalent - requires departmental approval; will satisfy category 5B of Liberal Arts Core) 0-3

**Business Administration:**
- BUSINESS 3025  Business Analysis Techniques 3
- BUSINESS 3030  Accounting Concepts 3
- BUSINESS 3035  Information Systems for Professionals 3
- BUSINESS 3050  Work Experience and Management Theory 3
- BUSINESS 3060  Law, Society, and Business 3
- BUSINESS 3065  Entrepreneurship and Opportunity 3
- BUSINESS 3070  Topics: Effective Business Practices 3
- BUSINESS 4040  Applied Business Finance 3
- BUSINESS 4045  Practical Marketing for Organizations 3
- BUSINESS 4055  Talent Management 3

**Total Hours** 30-33

**Suggested Sequence**

**Term 1**
- LAC Category 1A 3
LAC Category 1C
Term 2
LAC Category 5 (ECON 1031 (920:024) is the recommended course to satisfy both the LAC Category 5 and this major requirement) 3
BUSINESS 3025 Business Analysis Techniques 3
Term 3
LAC Category 1B 3
BUSINESS 3030 Accounting Concepts 3
Term 4
ENGLISH 3186 Studies in Technical Communication 3
BUSINESS 3035 Information Systems for Professionals 3
Term 5
LAC Category 3 3
BUSINESS 3050 Work Experience and Management Theory 3
Term 6
COMM 3155 (48C:173) Business and Professional Oral Communication 3
BUSINESS 3060 Law, Society, and Business 3
Term 7
LAC Category 2 3
BUSINESS 3065 Entrepreneurship and Opportunity 3
Term 8
LAC Category 4 3
BUSINESS 3070 Topics: Effective Business Practices 3
Term 9
LAC Category 6 2-3
BUSINESS 4040 Applied Business Finance 3
Term 10
BUSINESS 4045 Practical Marketing for Organizations 3
BUSINESS 4055 Talent Management 3

Master of Business Administration Degree Program

Graduate study in business at UNI is designed to qualify men and women for creative leadership in organizations. The Master of Business Administration is a broad-based, integrated program which emphasizes the functional areas of business in order to provide the graduate with a balance between theoretical knowledge and practical business operations. The M.B.A. curriculum is designed to meet the needs of working professionals with undergraduate backgrounds in the liberal arts, sciences, engineering, as well as those with degrees in business. The M.B.A. program is accredited by AACSB International, the primary accrediting organization for management education.

The plan of study prescribed for the degree is structured to develop graduates who will have acquired:

1. knowledge of current business practice and management techniques necessary to be effective in managing and leading the day-to-day operations of the organization, as well as scanning the business environment and strategically planning for the future;
2. critical thinking skills to address complex business issues, gather information, identify and evaluate a range of options, and make ethical, thoughtful choices among the alternatives;
3. the ability to use appropriate quantitative and qualitative tools and concepts throughout the problem solving process showing an appreciation for the interrelationships among the various business functions;
4. the ability to effectively participate as a team member, facilitate group processes, and manage team projects;
5. professional written and oral communication skills necessary for effective management.

Admission to the Master of Business Administration program is dependent upon the quality of the applicant’s undergraduate record, post-baccalaureate experience, the score on the Graduate Management Admission Test (GMAT), and writing and reasoning skills demonstrated on the addendum to the application.

Only graduate courses (course numbers 5000 or above) will apply to a graduate degree, even if the undergraduate course number (4999 or less) is listed. No exceptions will be made.

This program is available on the non-thesis option only. Students who enter the program with the undergraduate requirements of a baccalaureate degree will normally require 31 semester hours to complete the program. Those students who enter the program with an undergraduate degree in an area other than business will be required to complete some pre-MBA courses in business or show that they have completed equivalent courses in previous academic work. A minimum of 12 hours of 200/6000-level course work is required. Candidates for the degree are also required to successfully complete and pass a business capstone experience at the end of their program of study. The result of this experience is reported in a paper and filed in the M.B.A. office.

Students interested in this program must submit a completed Application for Admission to Graduate Study and should refer to their MyUNIverse Student Center To-Do list or contact the College of Business Administration for any other application requirements. Graduate information and application for graduate admission can be found at www.grad.uni.edu/admission.

Detailed information for the M.B.A. may be obtained from the College of Business Administration, UNI or on the M.B.A. Web site www.cba.uni.edu/mba.

Required
Accounting:
ACCT 6030 (120:262) Managerial Accounting 3
Marketing:
MKTG 6170 (130:263) Marketing Management 3
Management:
MGMT 6249 (150:249) Management Information Systems Concepts 3
MGMT 6250 (150:250) Strategic Planning and Organization Analysis 3
MGMT 6260 (150:262) Strategic Management of Human Resources 3
Certificate in Business Administration

This certificate is available to those holding an MSN or concurrently enrolled in an MSN degree program. Courses in business administration supplement an MSN degree’s health care leadership courses to prepare an individual for a management role within a health organization.

Required Courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 6250 (150:250)</td>
<td>Strategic Planning and Organization Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 6030 (120:262)</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6170 (130:263)</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 6262 (150:272)</td>
<td>Cross-Functional Operations</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 6260 (150:262)</td>
<td>Strategic Management of Human Resources (or elective determined by the MBA Program Director)</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 15

Certificate in International Business, Culture, and Language

The Certificate in International Business, Culture, and Language is available to College of Business Administration students majoring in Accounting, Economics-Business Economics Emphasis, Finance, Management, Management Information Systems, Marketing, and Real Estate and to students completing the General Business Concepts minor. The purpose of this certificate is to encourage students to seek language and cultural knowledge in order to build a foundation for understanding the global environment in which business operates.

For more information students should contact UNIBusiness Advising, CBB 5. To enroll in this program students must declare their intent on a Declaration of Curriculum form. The form may be obtained in CBB 5.

International Business

MGMT 3189 (150:189) International Management 3

Cultural and Political Perspectives

Select one of the following: 3

Political Science:
College of Business Administration

GER 2001 (740:011) German Language and Culture III 3
GER 2011 (740:012) German Communication Practice III 2

Foreign Language and History

English: 9 hours

Select one of the following:
GER 2002 (740:013) German Language and Culture IV 3
GER 2012 (740:014) German Communication Practice IV 2
GER 1120 (740:031) Introduction to German Literature in Translation 3

Spanish: 7-20 hours

ENGLISH/CAP 3148 The Holocaust in Literature and Film 3
HISUS 4460/5460 (961:171g) History of Germany to 1648 3
HISUUB 4630/5630 (963:172g) History of Germany Since 1648 3

Select one of the following:
HISNW 4720/5720 (964:180g) History of American Thought 3

German: 7-18 hours

Select one of the following:
GER 2002 (740:052) German Language and Culture IV 3

French: 7-24 hours

Select one of the following:
HUM 3123 (680:123) Latin America 3
SPAN 2053 (780:053) Spanish for Special Purposes: 2-3

Chinese: 8-18 hours

Select one of the following:
SPAN 1001 (780:001) Elementary Spanish I ** 3
SPAN 1002 (780:002) Elementary Spanish II ** 3
SPAN 2001 (780:011) Intermediate Spanish 3
SPAN 2002 (780:055) Oral and Written Spanish 3
SPAN 3052/5052 (780:152g) Contemporary Hispanic Culture 3

Students who received credit toward the foreign language competency requirement for UNI graduation from satisfactory performance in high school language courses or students who can pass an equivalency examination do not need to take these courses.

Hispanic Studies

Select one of the following:
POL COMP 3167 (944:167) Latin American Politics 3
HISNW 4720/5720 (964:180g) Modern Latin American History 3

HISUS 4265/5265 (961:150g) Society and Culture in the United States 3

* Credit hours in these Liberal Arts Core courses may be applied toward the completion of the Liberal Arts Core requirement and the completion of this certificate program.

** Students who received credit toward the foreign language competency requirement for UNI graduation from satisfactory performance in high school language courses or students who can pass an equivalency examination do not need to take these courses.

*** A student’s native language cannot be used to meet the language requirement for the certificate.

Summary

1. International Business 3
2. Cultural and Political Perspectives 3
3. Foreign Language and History * 5-24

Courses

BUSINESS 1000 (100:010). Introductory Seminar for Business Professionals.
0 hrs. Required for new business majors; an introduction to the CBA curriculum, learning resources, and academic expectations; exploration and identification of career goals; introduction to the professional expectations of the corporate world. Pass/no credit only. (Fall)

0 hrs. Focuses on the professional skills expected by employers; includes self-awareness of personal values/trait assessment; communication, interpersonal, and thinking skills; career management; knowledge of business enterprise; business professionalism. Pass/no credit only. Prerequisite(s): BUSINESS 1000 (100:010) or consent of CBA advisor; pre- or declared business majors only. (Fall and Spring)

Focussed on constructing projected financial statements for a start-up company using market research and industry analysis data given a lack of historical data. Lays foundation for skills and motivations necessary for entrepreneurial success. Prerequisite(s): sophomore standing. (Fall and Spring)

0 hrs. Experiential course where students engage in activities that help build professional skills. Coaching is provided to help students recognize how to apply the professional skills framework to choose activities that will enhance their skill readiness to enter the job market. Pass/no credit only. Prerequisite(s): BUSINESS 2000 (100:020) or consent of CBA advisor; may be repeated in subsequent semesters; business majors only. (Fall and Spring)
How to make good decisions for an organization using quantitative and qualitative methods. Topics include probability, decision theory, critical thinking, marginal analysis, inventory and project management, discrete and continuous distributions, sampling distribution theory, confidence intervals, hypothesis testing, and linear regressions. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 3030. Accounting Concepts — 3 hrs.
How to keep track of an organization's financial resources. Students will learn about accounting procedures and practice the skills involved in financial and managerial accounting. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 3035. Information Systems for Professionals — 3 hrs.
How to manage information as an organizational resource, beginning with an overview of the systems that produce information and help organizations use it effectively. Topics include storing, organizing, analyzing, securing, and protecting information for an array of business processes. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 3050. Work Experience and Management Theory — 3 hrs.
Develop deeper understanding of the inner workings of organizations by applying best-practice management theory to personal work experiences using the four managerial functions of planning, organizing, leading, and controlling as a framework. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 3060. Law, Society, and Business — 3 hrs.
Develop broader understanding of the role organizations play in society -- locally, nationally, and globally. Ethics, law, technology, and ecology are some of the elements that combine to make this a crucial and constantly changing challenge for organizations. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 3065. Entrepreneurship and Opportunity — 3 hrs.
How to implement lean start-up methodology. Emphasis on customer discovery and marketplace feedback to determine real pain points and unmet needs of customers before launch. Entrepreneurial best practices are covered in preparation for entrepreneurial or intrapreneurial endeavors. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

Selected topics in business and management. Examples could include leadership, negotiation, communication in a diverse workplace, global trade practices, etc. Prerequisite(s): admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 3154. Global Skills — 2-3 hrs.
Combines cultural immersion with practical techniques and a liberal arts education to develop the interpersonal competency necessary to work effectively with individuals from around the world. Prerequisite(s): junior standing. (Same as CAP 3154) (Summer)

Focus on the impact of culture in the work environment and the social and economic environment of Central America to explore how culture might impact a country's economic status in the global economy. Prerequisite(s): junior standing. [Same as CAP 3155 (CAP:155) (CAP:155)] (Fall and Spring)

BUSINESS 3169 (100:169). International Experience.
The successful completion of an approved study abroad experience, or a departmental internship or cooperative education experience that includes a significant international component. Pass/no credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

BUSINESS 4000 (100:120). Advanced Professional Skills.
0 hrs. Experiential course where students focus on building leadership skills in addition to gaining mastery of those professional skills needed for success in the workplace. Coaching is provided to help students identify where and how these higher-level skills may be mastered. Pass/no credit only. Prerequisite(s): BUSINESS 2000 (100:020); BUSINESS 3000 (100:110) or consent of CBA advisor; may be repeated in subsequent semesters; business majors only. (Fall and Spring)

How to manage an organization's financial resources. Emphasis is on analyzing financial statements, time value of money, management of cash flow, risk and return, and valuation. Prerequisite(s): ECON 1031 (920:024) (or ECON 1041 (920:053) and ECON 1051 (920:054)); BUS 3025; BUS 3030; admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 4045. Practical Marketing for Organizations — 3 hrs.
How to make sure the world knows what you want them to know about your organization. Economic, business, and social environments are considered in developing a marketing plan for product, place, price, promotion, and customer service. Prerequisite(s): ECON 1031 (920:024) (or ECON 1041 (920:053) and ECON 1051 (920:054)); BUS 3025; BUS 3030; admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 4055. Talent Management — 3 hrs.
How to recruit, retain, and develop an organization's most important resource ... its people. What distinguishes top talent from mediocre talent, and what makes an organization an employer of choice? How do things such as leadership, conflict management, and negotiations serve as management differentiators when it comes to effective organizations? Prerequisite(s): BUS 3050; admission to the Bachelor of Applied Science in Managing Businesses and Organizations major. (Variable)

BUSINESS 6280. Topics in Business — 1-3 hrs.
Selected topics in business. May be repeated. Anticipated typical credit of 1 hour. Prerequisite(s): consent of MBA Director. (MBA Modules I, II, and III)