

NEBRASKA BUSINESS GUIDE

AND FOUR-YEAR PLANS
2022

COLLEGE OF BUSINESS
HOWARD L. HAWKS HALL



UNIVERSITY of NEBRASKA-LINCOLN

START SOMETHING

Chart Your Course at Nebraska Business

Ready to lead the future of business? It starts at Nebraska, home to one of the best business schools in the U.S. You'll sharpen skills needed to conquer challenges, identify and leverage your strengths, and roll up your sleeves to learn by doing. As no two students are the same, you can co-create your own experience to achieve your goals with customizable options including majors, minors, distinctive programs, study abroad, competitions, research and more. Blazing your own path can be both exciting and scary, but we're here to help set you up for success.

See a Day in the Life

Check out what it's like
to be a Husker studying
business:

 go.unl.edu/bizvideo

 [@NebraskaBiz](https://www.instagram.com/NebraskaBiz)





Study What You Love

Turn one of our 11 majors into an exciting career. Not sure which one? Start with business administration, our broadest major where you'll take classes from all areas of business.

College of Business Academic Programs

Majors

Accounting (p. 13)
Actuarial Science (p. 14)
Agribusiness (p. 15)
Business Administration (p. 16)
Business and Law (p. 17)
Economics (p. 18)
Finance (p. 19)
International Business (p. 20)
Management (p. 21)
Marketing (p. 22)
Supply Chain Management (p. 23)

Minors

Accounting*
Actuarial Science*
Business Analytics*
Clifton Builders Management
Economics*
Entrepreneurship
Finance*
Global Leadership
Law and Business
Management*
Marketing*
Supply Chain Management*

Certificates

Sales Excellence*

Dual Degrees

Study for two degrees, one after the other, and receive two separate degrees

Master of Professional Accountancy

3+3 Program with the College of Law

**Open to business majors only*

Nebraska's Top Public Business School

#1

*Best Business School
in Nebraska
(U.S. News & World Report)*

#30

*Best Public Business School
in the U.S.
(U.S. News & World Report)*

Founding member of and accredited in business and accounting by the Association to Advance Collegiate Schools of Business (AACSB)

34+ academic and/or cohort-based programs students can pursue to co-create their experience

Top 60 accounting program as ranked by U.S. News & World Report

1 of 17 Centers of Actuarial Excellence in the U. S. as named by the Society of Actuaries

1 of 36 university affiliation programs of the CFA Institute in the U.S.

1 of 29 colleges named as full member of the Consortium for Undergraduate International Business Education (CUIBE)

Prepare for Your Career.

Career Prep Starts Day One

The College of Business prepares you for your career by diving deep to explore new concepts while discovering how you can form the future. From day one, you have access to a career coach and potential employers visiting Hawks Hall each day as the employer in residence.

Get Hands-On with Career Development

Your career development features hands-on learning experiences like a 1-to-1 résumé coaching session, networking and connecting with an alum to learn more about the transition to a professional career, and a practice interview with an employer. These opportunities are part of the Professional Enhancement Program (PrEP), which is unique to Nebraska Business. The program features four, one-credit hour courses to not only help you successfully find an internship or full-time job, but to also succeed in your career and personal life after college.

Learn More About the PrEP Program:
business.unl.edu/prep

Get Support on Your Path

Meeting with a career coach, you can explore majors and careers, develop your résumé and cover letters, refine your LinkedIn profile and learn strategies for interviews, identifying opportunities and negotiating job offers.

Find a mentor using Husker Connect, an online platform to meet alumni. Prepare for an interview or career fair with some free professional dress items from the college's Career Closet.

Basher Ahmad Atayi
Read: go.unl.edu/basher-a



"The PrEP classes helped me a lot in getting my internship and full-time job offer. Before those, even though I already had experience, I wasn't able to present that in a great way on my résumé. Even if I did get an interview, I did not have the skills to get through the interview process to successfully land a job. Now I do."

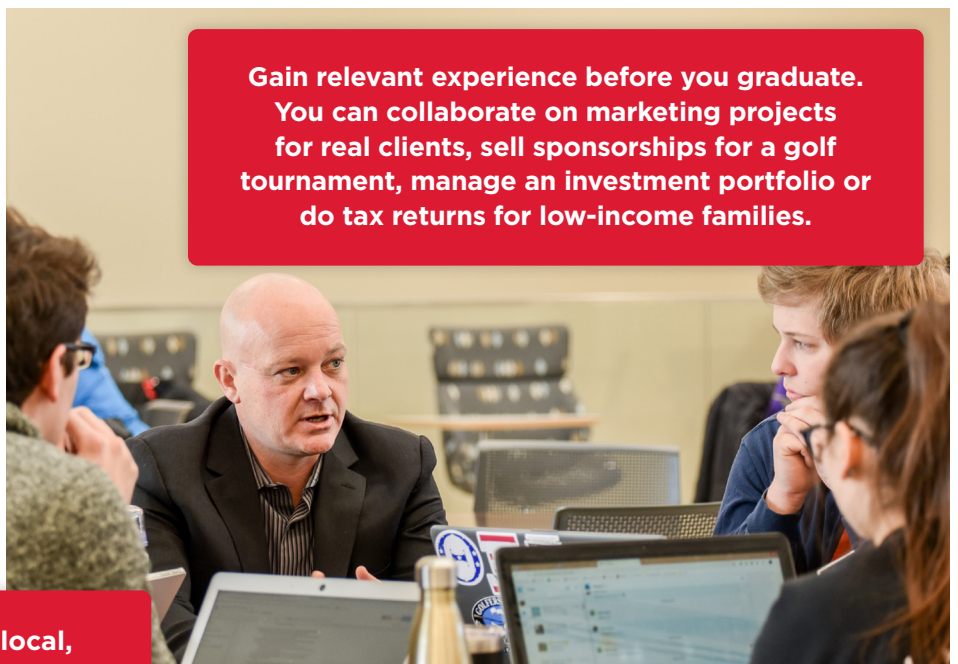
Robbie Palkert
Read: go.unl.edu/robbie-p



"That brief practice interview with Pacific Life changed my life. They tell you to take the practice interview seriously and sure enough, something important came from it — an internship doing something I hadn't before in an industry I hadn't thought about. It gave me an opportunity, and that's all you need."



Compete in local, regional and national case competitions.



Gain relevant experience before you graduate. You can collaborate on marketing projects for real clients, sell sponsorships for a golf tournament, manage an investment portfolio or do tax returns for low-income families.



Pitch your business idea to win a \$25,000 grand prize. The Center for Entrepreneurship can support you through your entrepreneurial journey.



Meet an employer every day. Stop by the Employer in Residence booth in Hawks Hall to talk with employers of all sizes. You'll also do a practice interview with an employer partner through the PrEP program.





Meet Your Academic Community.

A Strengths-Based Business School

This means we'll help you discover your natural talents and determine how you can build them for success. You'll take the CliftonStrengths® assessment in your fall semester of your first year as the start of your leadership development. During your first eight weeks, you'll meet with your peer strengths coach who helps you build an individualized plan for your career goals, academic pursuits and personal well-being. We believe in you, and we're ready to help you stretch your strengths to achieve your goals.

Learn by Doing Business

You won't just sit in a classroom being lectured. Nebraska Business courses integrate hands-on learning opportunities so you can gain insight and experience by rolling up your sleeves and learn by doing. But, what does this mean for you? It means no two days of class are the same. You're learning through case studies, projects for actual clients, company visits, simulations, in-class activities, role-playing and guest speakers.

Get 1-to-1 Support

From day one, you have access to free tutoring for business courses through the Teaching and Learning Center. Faculty also host office hours where you can get help or ask questions. When exploring majors or planning classes to take, you meet with an academic advisor who helps you graduate on time and also connects you with opportunities and resources to set you up for success.



Robert Hutchinson

Read: go.unl.edu/robert-h

"In my actuarial science class, we worked with Lincoln Financial Group this semester to evaluate data and identify areas of business that were either underperforming or performing really well to where they should sell more in those areas. We showed how LFG could target a specific industry to increase sales."



Maria Heyen

"In the Clifton Builders program, I found students who want to create change. It's about building something beyond yourself to create real meaningful impact. It is really special to find that community that's not driven solely off academics but by wanting to be the best version of themselves."

Connect with Your **PROFESSORS**

At Nebraska Business, your relationship with professors goes beyond the classroom. You have the opportunity to connect 1-to-1 with them as you work toward your goals.

Professors as Teachers and Mentors

Our faculty interact with you to empower you to lead the future of business. They connect you to opportunities and go the extra mile by meeting outside class in office hours and by advising 25+ business student organizations. At Nebraska, you'll find professors, like Dr. Sam Allgood (right), who care about you and push you to be your best.

Dr. Sam Allgood

Edwin J. Faulkner Professor
of Economics



Sam A.

Collaborate Through Research

Dive deep to examine big ideas alongside faculty. You can choose from a number of programs including the university's undergraduate research program, Bureau of Business Research Scholars who do economic research, and the International Business Select program, to name a few.

Kennedy Johnston
Read: go.unl.edu/kennedy-j



"I worked with two faculty members examining the gender wage gap, something I feel strongly about. Because there is a research component with public policy and law, working on a project that dealt with something prominent in politics helped me figure out the rest of my future."

Other than your time together in the classroom, how do you connect with your students?

I learn students' names and take an interest in their lives. I enjoy small group discussions on current events, even when it's tough questions. I email students and ask if they need extra help. I also provide video diversions on Canvas to keep things interesting!

What do you like most about teaching and mentoring your students?

I love introducing students to economics and then watching them understand the world differently. Economics really is everywhere. I enjoy mentoring students because I care about their success. I learn so much from them, too.

What do you think is the most important thing for students to know about interacting with faculty at Nebraska?

Just do it! Faculty really do enjoy the opportunity to focus on a 1-to-1 conversation with their students.





Make Friends. Make a Difference.

Find Community Within the College

In the social environment of the College of Business, you can challenge yourself and make meaningful connections along the way. Join a learning community, a cohort program like Clifton Builders for entrepreneurs, or a business student organization.

In fact, there are more than 25 business-related clubs where you can make new friends, have fun and advance your career skills. When you get involved on campus, you'll get the chance to bond with people who have different perspectives and backgrounds, giving you insight and helping you develop the skills that employers demand.

Explore the World and Study Abroad

Prepare for your future in a globalized economy by studying or interning in another country. Whether you want to change the world through social entrepreneurship or gain a deeper understanding of a different culture, there's a study abroad program for you. Popular programs include studying at Oxford in England, Senshu in Japan and IAU in Spain.

Live and Learn with Your Peers

Making the transition from high school to college is easier when you're surrounded by peers who share similar interests and goals. Join other students interested in business in a learning community where you'll live in the same residence hall and are mentored by an upperclassman.



Harrison Lloyd
Read: go.unl.edu/harrison-l

"When I first came to college, I questioned my place in business. I helped start the Pride in Business club, and it's made me feel like I belonged. Friendships I've made are the most fulfilling part of my college experience. They have opened my eyes to different perspectives while strengthening my conviction on how important inclusive communities are."



Erika Casarin
Read: go.unl.edu/erika-c

"I wanted to create an experience for students, allowing them to connect in a meaningful way. This mural painting event provides a place for them to mingle and make great memories while also creating unique art. The design represents the core values of Startups UNL, a student organization based out of the Center for Entrepreneurship."



Gain a global mindset through your coursework, by studying abroad or meeting someone new through the Conversation and Culture Pals program that connects American and international students.



Serve your community through passion projects. Whether you are volunteering your time to prepare tax returns for low-income families or raising funds to fight pediatric cancer, there are many opportunities for students to make a difference.



Create positive change by taking the class that engages students in the philanthropy process of awarding grants to nonprofits.



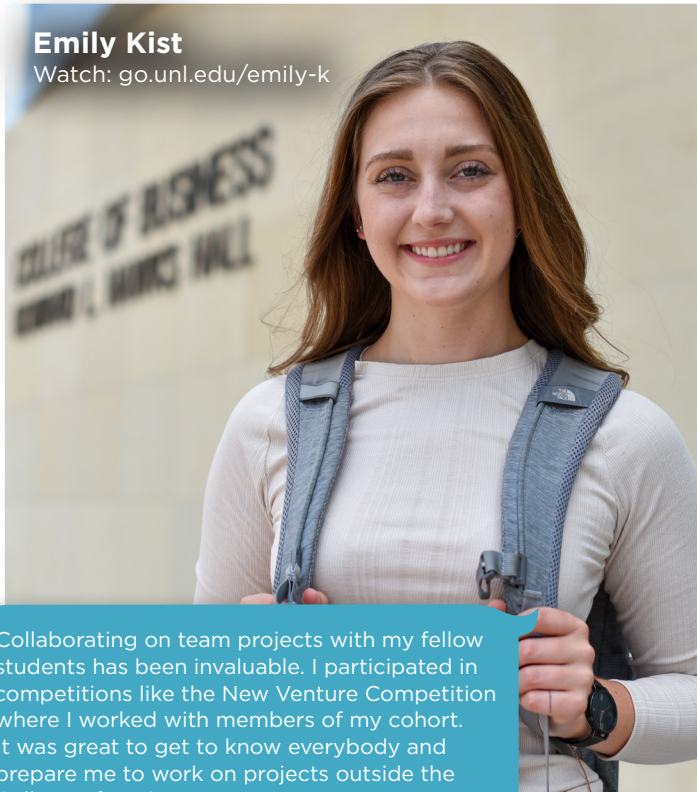
Make the field of business more inclusive for all as an Inclusive Business Leader. First-year students develop leadership skills in this cohort-based, scholarship program. Everyone can also hang out in DIGS, your hub for inclusive programs.



Grow Your Potential in the Nebraska Business Honors Academy

Emily Kist

Watch: go.unl.edu/emily-k



"Collaborating on team projects with my fellow students has been invaluable. I participated in competitions like the New Venture Competition where I worked with members of my cohort. It was great to get to know everybody and prepare me to work on projects outside the College of Business."

Meet People Who Challenge You to Challenge Everything

The Honors Academy is a four-year, cohort-based program for high-ability students who have the potential and desire to become the next generation of business leaders. Each year, the academy selects 40-45 students who complete most of their foundation and core business courses together as a cohort using an action-based learning style focused on the development of critical thinking, technical and communication skills. You also learn to develop solutions for real-world business problems and create social and intellectual bonds.

Prepare for Career Success

In addition to digging deep into business coursework, you'll complete a study abroad or internship experience. You will sharpen communication skills through becoming Toastmasters-certified or participating in at least one student competition team. You'll also develop leadership and other skills by having meaningful conversations in the academy's Book Lab.

Applying to the Honors Academy

Selection Criteria

- Outstanding academic achievement based on:
 - ACT of 27+ (or SAT 1300+)
 - Review of GPA, class rank and academic transcript
- Demonstrated leadership potential through school and community involvement
- Committed to a major in business
- Effective oral and written communication skills

Timeline

- **November 15:** Complete the Honors Application on MyRED and specify Honors Academy at the top
- **Early January:** Selected candidates invited to on-campus interviews in January/February (Students who live 150+ miles from campus are eligible for a video interview)
- **Early March:** Offers extended to join the Honors Academy (Students accepted into the academy are automatically accepted into the University Honors Program)





Students Studying Business: You May Qualify for More **SCHOLARSHIPS**

\$900,000+ in Business Scholarships Available Each Year

With these scholarships, you are guaranteed continued scholarship funding as long as you reapply each year and meet requirements.

Do I Qualify?

All business students are encouraged to apply for additional college funding through the university's Personal Statement Application in MyRED. Scholarships are awarded based upon merit and/or financial need. Students who attend Nebraska Business and earn a 3.7+ cumulative college GPA are guaranteed a scholarship in subsequent years.



Submit a FAFSA

File the Free Application for Federal Student Aid (FAFSA) at fafsa.gov.



Residency

Whether you have in-state or out-of-state residency, there are scholarship options for you.



Full-time Undergraduate Student

You must apply and be accepted to Nebraska and plan to take at least 12 credit hours per semester.



**Admitted by
February 1**

How Do I Apply?



Step 1:

Apply and be admitted to Nebraska at admissions.unl.edu/apply.



Step 2:

Declare a business major as part of your application, or if you're a transfer student, by meeting with a CoB academic advisor.



Step 3:

Complete the Personal Statement Application in MyRED.

You're Done!

You'll hear back on scholarship offers in February or soon after.

FEB. 1

Deadline

You must have all application and FAFSA materials submitted by **February 1** of your senior year in high school to be considered.

Explore the Curriculum Through **FOUR-YEAR PLANS**

Explore the 11 business majors and sample four-year plans to see how you can get started on your career path. To earn your bachelor's degree, you'll take 120 credit hours of classes. That's four to five classes a semester, on average.

Marissa Starman

Academic Advisor in
Business Advising and Student Engagement



Marissa S.

Hey Marissa! Will you tell us what you do at Nebraska?

As an academic advisor, I support students in reaching your goals and help you succeed in academics and graduate on time. I can discuss degree requirements with you or help with your semester schedules.

How do you help students?

Every student has different needs. For some, they need help determining the right major and path based on their goals and interests. For others, it may be sharing available opportunities or resources that could benefit them.

How would you describe the academic opportunities the College of Business offers students?

In addition to majoring or minoring in a number of business areas, you can participate in hands-on programs like the sales certificate, entrepreneurship competitions and the Clifton Builders Program that teaches you how to build businesses, teams and communities.



Begin Business Now

There's no need to wait or fill out additional applications to be part of Nebraska's business school. We're unique among other Big Ten schools in the fact that once you're enrolled, you can start taking business classes immediately.

Meet With Your Academic Advisor

From your first day of class to graduation, you'll work 1-to-1 with academic advisors like Marissa Starman (left) in Business Advising and Student Engagement to plan a course load that fits your path to future success.



Accounting

business.unl.edu/accountingmajor

Accounting professionals lead in today's competitive marketplace as valued critical thinkers and problem solvers. As a thoughtful voice who understands how money flows, you can help others make good decisions and have a positive impact. The possibilities are endless – your accounting knowledge can help individuals, small businesses, or major companies thrive in Nebraska or worldwide.

Examples of First Jobs After Graduation

- Audit Associate
- Tax Consultant
- Staff Accountant
- Financial Analyst
- Internal Auditor
- Financial Advisor
- Tax Associate
- Managerial Accountant
- Forensic Accountant
- Process Development Manager

Terry Arvie II

Watch: go.unl.edu/terry-a



"I did the spring internship program where we did condensed classes the first five weeks. Then we moved straight into working full-time for the internship. The more you put yourself out there, the more you got out of the experience. Getting that real-world experience is the best way to determine if you could see yourself long-term in that type of accounting."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Accounting and/or Economics	3-6
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	6
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Accounting Major Courses	6-9

Third-Year Coursework

Credits

Professional Enhancement III	1
Accounting Major Advanced Courses	9
Business Core Intermediate Courses*	12
ACE Courses and/or Electives	9

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Accounting Major Advanced Courses	6
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives**	15

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

**Elective hours allow students to maintain full-time status while participating in the spring internship program.

Actuarial Science

business.unl.edu/actscimajor

The Nebraska Actuarial Science Program prepares you to solve complex, challenging problems that impact the financial security of people and businesses. You'll use mathematical and analytical skills to help manage their risks. Crucial to insurance companies, hospitals, banks and more, actuaries consistently enjoy a top-ranked job in salary, security and satisfaction.

Examples of First Jobs After Graduation

- Actuarial Analyst
- Sales and Trade Analyst
- Operational Risk Associate
- Property and Casualty Actuarial Analyst
- Data Governance Analyst
- Senior Actuarial Assistant
- Actuarial Associate
- Human Capital Analyst

Matt Ringler

Watch: go.unl.edu/matt-r



"Nebraska is a Center of Actuarial Excellence, so they prepare you incredibly well for the actuarial field and provide endless opportunities to grow. I got really involved in the Actuarial Science Club. It's amazing being able to get the real-world perspective on it as a career, as opposed to only learning in your classes."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus I and II)	9
Accounting and Economics	6
Fundamentals of Computer Science	4
Business Computer Applications	0
ACE Courses	9

Second-Year Coursework

Credits

Professional Enhancement II	1
Actuarial Science (Interest Theory, Intro to Financial Economics and Problem Lab)	8
Accounting and Economics	6
Business Writing; Business and Professional Communications or Sales Communication	3
Mathematics (Calculus III)	4
Finance (Risk Management)	3
Statistics I	3
Spreadsheet Analytics	1

Third-Year Coursework

Credits

Professional Enhancement III	1
Actuarial Science (Problem Lab, Life Contingencies I, Options, Futures and Derivatives)	9
Statistics II and III	8
Finance (Investments)	3
Business Core Intermediate Courses*	9

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Actuarial Science Practicum	0
Actuarial Science Electives	9
Actuarial Applications in Practice	3
Management (Business Policies and Strategies)	3
Finance (Advanced Finance)	3
Business Core Intermediate Courses*	6
ACE Courses	3
Senior Assessment	0
Elective	2

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

Agribusiness

business.unl.edu/agribusiness

Agribusiness involves one in four jobs in Nebraska, and one in five jobs in the U.S. It is the largest export industry in the U.S. economy and continues to expand. In the agribusiness program, you blend the technical competence of modern agricultural and food systems with business decision-making to meet the industry's needs. The program is a partnership between the College of Business and the College of Agricultural Sciences and Natural Resources (CASNR). You should enroll in the program through the CoB if your interest lies primarily in the business side of this industry.

Examples of First Jobs After Graduation

- Grain Merchandiser
- Seed Technician
- Tractor Sales Representative
- Merchandiser
- Crop Consultant
- Agribusiness Underwriter



"The agribusiness major allows you to take the same core business foundation classes as all the other business majors. Yet, at the same time, it gives you versatility in choosing agriculture classes that interest you. I also did an internship at Stonestreet Farm in Kentucky where I learned about different jobs and met great people."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	18-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Agricultural Sciences, Agronomy or Animal Science (Production Courses)	6
Agricultural Economics (Farm and Ranch Management)	4
Accounting and/or Economics	6-9
Business Statistics	3
Business Writing; Business and Professional Communications or Sales Communication	6
Spreadsheet Analytics	1
ACE Courses and/or Electives	0-3

Third-Year Coursework

Credits

Professional Enhancement III	1
Agricultural Economics (Non-Production Courses)	6
Marketing (Marketing of Agricultural Commodities or Agribusiness Entrepreneurship in Food Products Marketing)	3
Marketing (Marketing Analytics) or Supply Chain Management (Business Analytics/Info. Analysis)	3
Business Core Intermediate Courses*	15
Electives	3

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Agricultural Economics (Non-Production Courses)	3
Management (Business Policies and Strategies)	3
Business Core Intermediate Courses*	6
Senior Assessment	0
CASNR and General Electives	15

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

Business Administration

business.unl.edu/businessadministration

In today's world of rapid change, many employers seek individuals who have a broad educational background, preparing them for a variety of roles within the organization. Through tailoring coursework to suit your interests, you can graduate with skills from multiple business disciplines and seek positions in a multitude of business fields.

Examples of First Jobs After Graduation

- Insurance Claims Professional
- Marketing Specialist
- Bank Analyst
- Coach Support Specialist
- Sales Representative
- Store Management Trainee
- Event Management Specialist

Audrey Erker

Read: go.unl.edu/audrey-e



"My business administration major helped me realize how intricately connected modern businesses have become by being encouraged to explore all my passions. I became a coach for the Clifton Strengths Institute, and as a sophomore, I studied economics at Oxford. I took these experiences into my internship at Nelnet creating a strengths-based work culture."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Accounting and/or Economics	3-6
Mathematics (Calculus)	3-5
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Business Administration Courses	3-6

Third-Year Coursework

Credits

Professional Enhancement III	1
Business Administration Advanced Courses	12
Business Core Intermediate Courses*	9
ACE Courses and/or Electives	9

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Business Administration Advanced Courses	12
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	10

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

NEW

Business and Law

business.unl.edu/businesslaw

Meet the high demand of employers that need professionals who develop business solutions from a legal and interdisciplinary perspective. With a business and law major, you'll be able to solve critical challenges by understanding the fundamentals of law in the context of business. Many jobs need your knowledge of both business and legal concepts but don't require a juris doctor. Impact the future of business by applying your skills in contract negotiations, financial services, real estate development, human resources, corporate social responsibility or corporate governance.

Examples of First Jobs After Graduation

- Benefits Administrator
- Policy Analyst
- Purchasing Manager
- Environmental Impact Analyst
- Real Estate Manager

Dr. Laurie Miller

Watch: go.unl.edu/laurie-m



"We created this new degree to meet high demand from employers for employees with strong business skills who know how lawyers think. You'll develop business strategies, maximize business opportunities and minimize potential legal risks. You'll dive deep into business concepts and build your knowledge of law all while discovering how you can form the future."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Business and Law Courses	3-6

Third-Year Coursework

Credits

Professional Enhancement III	1
Business and Law Advanced Courses	
Explore areas of law: International Law, Employment Law, Real Estate Law, Financial Law, Environmental Law or Civil Liberties Law	12
Business Core Intermediate Courses*	9
ACE Courses and/or Electives	3-5

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Business and Law Advanced Courses	12
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	0-13

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

Economics

business.unl.edu/economicsmajor

Economists explain why economic phenomena occur, how markets work and how government policy influences the economy. Skills sharpened with economics are applicable to many jobs. When you gain value insight on economic theories, you can find a career in business as well as government, law and teaching. Choose from 12 economic areas based on your interests. You can also study economics at the University of Oxford in the Nebraska at Oxford summer study abroad program.

Examples of First Jobs After Graduation

- Investment Banker
- Economic Analyst
- Catastrophe Risk Analyst
- Financial Advisor
- Financial Institution Specialist
- Budget Analyst
- Research Consultant
- Process Analyst

Mariano Azurduy



"Economics is the study of how to evaluate and make better choices. The breadth and flexibility of the major allowed me to tailor it to my interests. For me, I combined it with finance and joined the Wall Street Scholars of Nebraska club. Economics helps you develop critical thinking and problem-solving skills to make good decisions, which are skills valued for every job."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Accounting and/or Economics	3-6
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Economics Courses	3-6

Third-Year Coursework

Credits

Professional Enhancement III	1
Economics (Intermediate Macroeconomics and Microeconomics)	6
Business Core Intermediate Courses*	9
ACE Courses and/or Electives	3-5

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Economics Major Electives Explore Any of the 12 Areas of Economics: Theory, Comparative International and Regional Development, Econometrics, Economics of Education, History, Industrial Trade and Finance, Labor Economics, Monetary, Economics of Public Finance, Quantitative	15
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	0-14

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

Finance

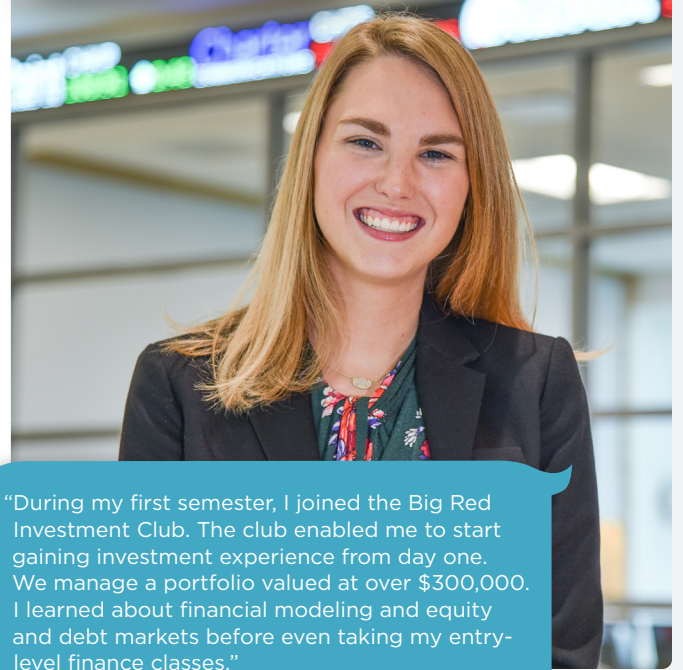
business.unl.edu/financemajor

Finance professionals analyze the financial health of businesses, organizations and individuals in order to identify areas for improvement and opportunity. As a finance major, you gain experience with measuring risk, money management and investment analysis, problem-solving, and financial statement analysis. You can choose one of three finance major specializations: banking and risk management, investments or general finance.

Examples of First Jobs After Graduation

- Investment Banking Analyst
- Sales and Trade Analyst
- Corporate Treasury Analyst
- Assistant National Bank Examiner
- Financial Advisor
- Finance Management Trainee
- Grain Merchandiser
- Business Manager

Madeleine Jacobitz



"During my first semester, I joined the Big Red Investment Club. The club enabled me to start gaining investment experience from day one. We manage a portfolio valued at over \$300,000. I learned about financial modeling and equity and debt markets before even taking my entry-level finance classes."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Business Computer Applications	0
Accounting and/or Economics	3-6
ACE Courses and/or Electives	15

Third-Year Coursework

Credits

Professional Enhancement III	1
Finance (Fixed Income Investment, Investment Principles, Financial Institutions and Markets)	9
Finance Major Advanced Courses	3
Business Core Intermediate Courses*	9
ACE Courses and/or Electives	9

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Finance Courses	3-6

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Finance (Advanced Finance: Strategic Financial Management)	3
Finance Major Advanced Courses	6-9
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	11-14

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

International Business

business.unl.edu/ibmajor

Many employers – from import and export firms to government agencies – often specifically seek international expertise. International business majors learn about the management methods of global companies and business practices in other countries. You will seek foreign language fluency, study abroad in a 13-week global immersion program and complete an international internship and/or practicum experience. You can choose one of six major specializations: economics, finance, management, marketing, supply chain management or general international business.

Examples of First Jobs After Graduation

- Fashion Marketing Specialist
- Student Travel Expert
- International Account Executive
- Peace Corps Volunteer
- International Sales Representative

Ann Vu



"Within the international business major, you can declare an emphasis to learn about a specific aspect of business. Mine is marketing. Growing up in Nebraska, I hope to find a career where I can travel and work in marketing in different countries. As an IB major, you get to study abroad and do an internship. I'm planning on traveling to Japan and South Korea for those programs!"

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	12
Business Writing	3
Business Statistics	3
Spreadsheet Analytics	1
ACE Courses, Electives and/or Major Courses	3-6

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

Third-Year Coursework

Credits

Professional Enhancement III	1
International Business Advanced Courses	3
Business Core Intermediate Courses*	6
Professional Communication or Sales Communication	3
ACE Courses and/or Electives	3
Study Abroad Option - Sixth Semester**	
International Studies	6
Foreign Language	0-8
Electives	0-6
International Internship or Practicum	0

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
International Business Advanced Courses	15
Management (Business Policies and Strategies)	3
Business Core Intermediate Courses*	3
Senior Assessment	0
ACE Courses and/or Electives	7

**Students are required to study abroad for 13 weeks, participate in an international internship and take 8 credit hours of language. Alternate semesters abroad are possible.

Management

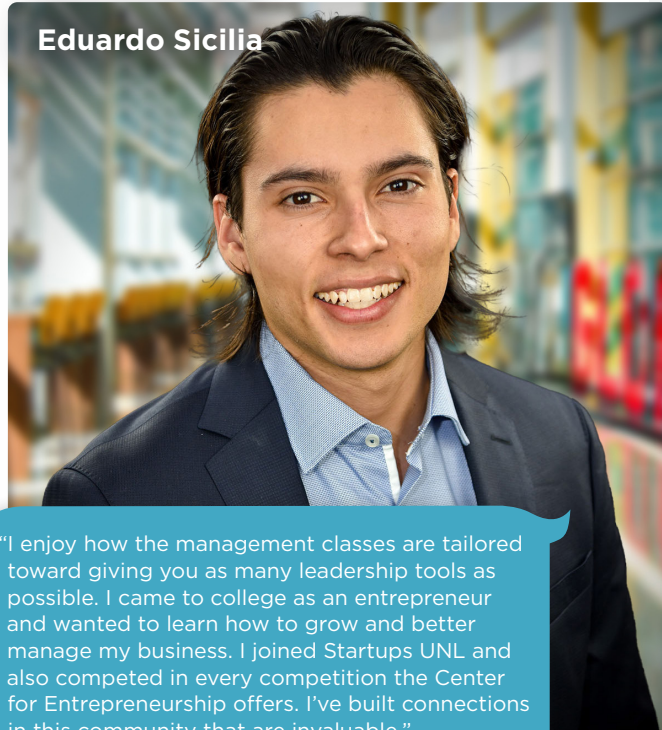
business.unl.edu/managementmajor

Management professionals have dynamic and diverse career opportunities – from leadership to entrepreneurship – across various sectors. Their knowledge is critical to the future of business as their skills lead others in organizational achievements. As a management major, you choose one of five specializations: Clifton Builders management, entrepreneurship and innovation, general management, human resource management or leadership in organizations.

Examples of First Jobs After Graduation

- Human Resources Assistant
- Management Trainee
- Sales Coordinator
- Executive Team Leader
- Account Executive
- Business Development Manager
- Business Owner

Eduardo Sicilia



"I enjoy how the management classes are tailored toward giving you as many leadership tools as possible. I came to college as an entrepreneur and wanted to learn how to grow and better manage my business. I joined Startups UNL and also competed in every competition the Center for Entrepreneurship offers. I've built connections in this community that are invaluable."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	6
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Management Courses	9

Third-Year Coursework

Credits

Professional Enhancement III	1
Management Major Options	9
Business Core Intermediate Courses*	12
ACE Courses and/or Electives	6

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Management Major Options	6
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	19

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Marketing

business.unl.edu/marketingmajor

Do you enjoy figuring out the best way to pitch an idea or product? From product creation to price, placement and promotion, marketing professionals see the big picture to ensure their product or service is valued by its target audience. Marketing touches many areas of study, so students will be well-versed in consumer behavior, marketing management to lead teams, and marketing strategy and research. In a marketing career, you earn a seat at the table to represent the needs of the consumer.

Examples of First Jobs After Graduation

- Product Development and Integration Specialist
- Campaign Coordinator
- Curated Content Producer
- Marketing Specialist
- Buyer
- Opportunity Development Manager
- New Business Development Representative
- Branding Specialist



Maya Mercer

Read: go.unl.edu/maya-m

"I took the Ameritas Marketing Class (MRKT 490). The marketing major offers a few classes where you work for a client. We analyzed a business, found solutions and created new products. Learning and understanding all the different facets you have to cover to propose a solution was not only cool, but gave me the ability to be creative with that too."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Marketing Courses	3-6

Third-Year Coursework

Credits

Professional Enhancement III	1
Marketing (Research or Analytics or Metrics)	3
Marketing Major Advanced Courses Select From Several Options: Channels, Communication, Consumer Behavior, Digital/E-Commerce, International, Research, Retail, Sales, Services, etc.	12
Business Core Intermediate Courses*	9
ACE Courses and/or Electives	6

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Marketing (Marketing Management)	3
Marketing Major Advanced Courses	6
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	13

*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing

Supply Chain Management

business.unl.edu/supplychainmajor

Everyday items like your phone are produced and delivered to you through a rapidly growing field called supply chain management. Supply chain professionals work in all aspects of business to create and deliver the best products and services, providing companies with an edge over their competition.

Examples of First Jobs After Graduation

- Inventory Analyst
- Supply Chain Analyst
- Transportation Manager
- Supply/Demand Planner
- Product Project Manager
- Strategic Sourcing Analyst
- Methods Analyst
- Logistics Manager



Tommie Brechbill
Read: go.unl.edu/tommie-b

"The supply chain program gave me hands-on experience seeing how supply chains worked. I try to seize every opportunity, so I studied abroad in Italy with a supply chain focus and took an employer visit to Minneapolis. The trip put Target on my radar, and I ended up interning with them. I brought my skills I learned in working with data. Take advantage of as many opportunities as you can."

Sample Four-Year Plan

First-Year Coursework

Credits

Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	15-21

Third-Year Coursework

Credits

Professional Enhancement III	1
Supply Chain Management Major (Marketing Channels Management, Supply Chain Decision Making Models, Enterprise Management Systems, Logistics)	12
Supply Chain Management Directed Electives	6
Business Core Intermediate Courses*	9

Second-Year Coursework

Credits

Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing; Business and Professional Communications or Sales Communication	6
Business Statistics	3
Spreadsheet Analytics	1
ACE, Electives or Major Courses	3-6

Fourth-Year Coursework

Credits

Professional Enhancement IV	1
Supply Chain Management Major (Global Sourcing, Strategic Supply Chain, Planning and Control Systems)	6
Supply Chain Management Directed Electives	6
Management (Business Policies and Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	11

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