

# WASHBURN

UNIVERSITY

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## SCHOOL OF BUSINESS

Welcome to the School of Business! We are pleased that you have chosen a major in a business field. This guide is to assist Business students in planning their classes and in meeting administrative responsibilities needed to complete their respective degree program(s). To guide our endeavor, the School of Business has adopted a values statement that nourishes an environment of creativity and risk taking in teaching, learning and scholarship which is essential to Washburn's pursuit of quality human development and "learning for a lifetime." Stakeholders of the School should expect interactions to be guided by those principles, including, but not limited to: honesty, trust, fairness, respect, integrity and responsibility.



### THE ART OF DIFFERENTIATING YOURSELF: PERSONAL/PROFESSIONAL BRANDING

Our BBA program provides opportunities to build your own portfolio of skills and competencies through the required academic program, elective courses, and extracurricular activities. You should consider how you intend to distinguish yourself in the professional labor market and in all aspects of your life. What do you hope to gain from your experience at Washburn that will put you a cut above the others? We encourage you to push yourself, work hard and build a solid foundation that will serve you for the rest of your professional career.

### SUCCESSFUL STUDENTS

- Properly prioritize your commitments by managing your work and family responsibilities so you may attend and be fully engaged in all program activities and requirement, arriving to each class/advising session prepared and contributing substantively to the dialogue.
- Understand the requirements and expectations of your degree programs, allowing enough time to approach course material thoughtfully and plan your class schedules consistently with these expectations.
- Accept criticism in a professional manner and with the understanding that such feedback is designed to improve your business skills and critical thinking.

# Bachelor of Business Administration (BBA) – Major Milestones

## DECLARATION OF MAJOR

- Once you have decided that you would like to complete a major program within the School of Business, you need to submit a declaration of major form in that program to the School of Business office via email to [bba@washburn.edu](mailto:bba@washburn.edu).
- Most students will declare as a “pre-major” until formal admission can be obtained and can be updated as needed.
- Declarations must be on file for you to be eligible for any School of Business departmental scholarships and need to be current at the time of graduation.

## SCHOOL OF BUSINESS ADVISING POLICY

It is important that any student who is working to complete a BBA degree be advised by an academic advisor located within the School office (in Henderson 114) or, after the evaluation of transfer credit, by a member of Business faculty in your major.

## FRESHMAN YEAR

In addition to taking WU101 Washburn Experience, EN101 First Year Writing and beginning on your Correlate Requirements, the main focus of freshmen year is on Math. It is very important that you start at the level of Math that is right for you. For most, this will be College Algebra. For others, it can be taking a step back and taking a preparatory course. Yet others may jump ahead into our Applied Calculus or Statistics courses. It is crucial that you work with an Academic Advisor to determine the appropriate level for you.

### Correlate Requirements:

Correlates are required general education courses of the Business program. As prerequisite courses to other Business courses, they must be completed with a C or better.

- You must take two of the following three courses:
  - AN112 Cultural Anthropology
  - PY100 Principles of Psychology
  - SO100 Introduction to Sociology
- CN150 Public Speaking

- MA140 Statistics
- MA141 Applied Calculus

### Explore Your Options:

Begin thinking about and discuss with faculty how you might best utilize your elective credits. Create your own unique, individualized degree plan that may include:

- Minor from outside the School of Business
- School of Business certificate
- Semester abroad
- Targeted research
- Internship

## DEGREE AUDITS

We require students to be able to process and use a Degree Audit. Degree Audits are available to students through MyWashburn as a means of determining what requirements are needed in order to graduate. As a business professional in training, you have the ultimate responsibility of understanding the requirements of your degree program, monitoring your own progress in the program and ensuring that the program requirements, including course prerequisites, are met in order and on a timely basis. Degree Audits should be reviewed at every advising meeting.

## SCHOLARSHIPS

To qualify for a School of Business scholarship you need a cumulative GPA of 3.25 or higher. For more information and how to apply, please check out the Scholarship section on the School of Business website.

## SOPHOMORE YEAR

Sophomore year is all about completing the requirements needed to apply for admission. Students also typically finish up any remaining general education requirements and begin incorporating minor courses if they haven't already. It's not too early to start thinking about/planning a summer internship or semester abroad.





## **ADMISSION TO THE SCHOOL OF BUSINESS**

- You should apply for admission to the School of Business as soon as you are eligible.
- Applications are processed in the order they are received.
- As you move from a "pre-major," it is imperative that you correctly indicate your desired major(s) on the application form, which may differ from your freshmen year declaration.
- 300-level courses may be taken without admission, assuming prerequisites are complete and no more than 30 hours of AC and BU courses have been taken.
- 400-level courses will be blocked until program admission.

## **TO APPLY FOR ADMISSION, YOU WILL NEED:**

- The completion of 60 hours and a cumulative GPA of 2.0 or better
- A grade of C or better in each of these courses:

MA141 Applied Calculus  
AC224 Financial Accounting  
AC225 Managerial Accounting  
BU248 Foundations of Data Analytics  
BU250 Management Info. Systems  
EC200 Principles of Microeconomics  
EC201 Principles of Macroeconomics  
EC211 Statistics for Business and Economics

## **CREATE AND USE YOUR INDIVIDUAL PLAN**

It is invaluable to have a plan on file with your advisor to ensure that you do not miss a class when it is offered. Some major courses are on a rotation and may only be offered once a year. With proper time management, it is much easier to invest the time needed to attend career fairs, on-campus interviews, as well as a multitude of other opportunities to interact with career professionals throughout our School of Business events and student organization meetings – all you have to do is make it a priority.

## **JUNIOR AND SENIOR YEARS**

During your junior and senior years, your focus is on preparing for graduation – making sure you're admitted, your declaration matches your graduation plans (required for the application to graduate form), your résumé is in tip-top shape, jumping on opportunities that enhance your resume, and that you successfully complete each requirement for all programs declared.

## **MAJOR FIELD TEST**

The Major Field Test (MFT) is a national standardized exam given at approximately 600+ institutions every year. Washburn's School of Business has consistently ranked in the top 25th percentile for over 10 years. You will take this exam as a senior in your last semester.

## **CONSIDERING A GRADUATE DEGREE?**

A university's accreditation can play a big role in obtaining entrance into the world's top graduate programs. All degree programs offered by the School of Business are accredited by AACSB, the world's oldest and most prestigious business accreditation body. AACSB accreditation is held by fewer than 5% of the world's business schools and is a reflection of our commitment to excellence.

## **INSURANCE CERTIFICATE**

The Kansas Insurance Certificate provides academic preparation for students who want to pursue a career in the insurance industry. The program requires four three-credit-hour courses for business or non-business students.

# School of Business Majors: Quick Glance

Each major within the School of Business requires 24 hours beyond the business core requirements. If you plan carefully, two concentrations may be completed within the 24-hour total by meeting all major-specific course requirements for the two concentrations. It may not be possible, however, to complete the specific requirements of two concentrations in the same semester. For example, a student may elect to complete the four specific

courses required by the Marketing program and the four specific courses required of the Finance program in completing their 24-hour major requirement. Upon graduation, this student's transcript would state that they had completed a Bachelor of Business Administration Degree with a major in Marketing and a major in Finance.

## ACCOUNTING:

- AC321 Intermediate Financial Accounting I
- AC322 Intermediate Financial Accounting II
- AC325 Cost Accounting
- AC330 Accounting Systems
- AC423 Federal Taxation I
- AC425 Auditing
- Six additional upper-division elective hours in Accounting, Business or Economics

## DATA ANALYTICS:

- DA 348 Data Discovery and Management
- DA 358 Data Methods and Warehousing
- DA 368 Data Mining and Modeling
- DA 478 Data Analytics Applied in Practice
- Twelve additional upper-division elective hours in Accounting, Business or Economics

## ECONOMICS:

- EC300 Microeconomic Analysis
- EC301 Macroeconomic Theory
- Six additional hours of upper-division in Economics (including EC410 if not used for the Global Dynamics Requirement)
- Twelve additional upper-division elective hours in Accounting, Business or Economics

## ENTREPRENEURSHIP:

- BU343 Entrepreneurship, Innovation and Creativity
- BU369 Entrepreneurial Marketing
- BU370 Entrepreneurship Clinic
- BU389 Entrepreneurial Finance for Small Business
- Twelve additional upper-division elective hours in Accounting, Business or Economics

## FINANCE:

- BU483 Investments
- BU488 Financial Management
- EC485 Money and Banking
- One Finance elective chosen from:
  - BU374 Principles of Risk and Insurance <sup>1</sup>
  - BU477 International Finance
  - BU484 Applied Portfolio Management
- Twelve additional upper-division elective hours in Accounting, Business or Economics

## INTERNATIONAL BUSINESS:

- BU356 Cross-Cultural Management
- BU368 International Marketing
- BU457 Multinational Enterprises
- EC410 International Economics or BU477 International Finance
- Study Abroad/Foreign Language (SAFL) Requirement <sup>2</sup>
- Twelve additional upper-division elective hours in Accounting, Business or Economics <sup>3</sup>

## MANAGEMENT:

- BU345 Human Resource Management
- BU346 Organizational Behavior
- EC341 Labor Economics
- One management elective chosen in consultation with the student's advisor – may include options such as:
  - BU343 Entrepreneurship, Innovation and Creativity
  - BU356 Cross-Cultural Management
  - BU370 Entrepreneurship Clinic
  - BU406 International Business and Entrepreneurial Experience
  - BU457 Multinational Enterprises
- Twelve additional upper-division elective hours in Accounting, Business or Economics

## MARKETING:

- BU362 Marketing Research
- BU364 Consumer Behavior
- BU471 Marketing Management
- One Marketing elective chosen from:
  - BU361 Principles of Retailing
  - BU363 Promotion
  - BU366 Sales <sup>1</sup>
  - BU368 International Marketing
  - BU473 Marketing Channels
- Twelve additional upper-division elective hours in Accounting, Business or Economics

<sup>1</sup> Course can be used to complete the requirements for the Kansas Insurance Certificate.

<sup>2</sup> The SAFL requirement may be met with BU406 International Business Experience (recommended) or at least three credit hours earned through a university-approved study abroad or international internship, or six credit hours of course work in one of the modern foreign languages at the intermediate level or above.

<sup>3</sup> If BU406 or any other experience abroad resulting in BU3XX credit is completed, the student will only need nine additional upper-division elective hours. However, if the study abroad experience is not within the School of Business and/or this requirement is met with six hours of foreign language, then 12 additional upper-division elective hours will be required.