Nebraska Wesleyan University

Business, Accounting and Economics (Undergraduate)

Catalog

2026-2027

About the Program

The Bachelor of Arts (B.A.) and Bachelor of Science (B.S.) degrees are academically equivalent within the department. The vast majority of students with an Accounting or Business Administration major choose the B.S. degree. The Economics major is traditionally viewed as a liberal arts major and therefore students often choose the B.A. degree. If a student chooses to graduate with two majors, and one major is only offered as a B.A or B.S., the second major should match the first major's degree.

Department Learning Outcomes
Majors will be able to:

1. Demonstrate application and integration of knowledge in the core functional areas of business (Accounting, Economics, Finance, Management, and Marketing).
2. Utilize critical and creative thinking through data and reasoning to engage in effective decision?making in business.
3. Use oral and written means of expression to communicate ideas and perspectives clearly while listening openly and learning from others.
4. Exhibit responsible, ethical, and meaningful civic engagement.

Majors, Minors & Degrees

Majors

1. Accounting (B.A., B.S.)
2. Business Administration (B.A., B.S.)
3. Business Analytics (B.S., B.A.)
4. Business-Sociology (B.S.)
5. Cybersecurity (B.A., B.S.)
6. Digital Marketing (B.A., B.S.)
7. Economics (B.A., B.S.)
8. Financial Planning (B.A., B.S)
9. International Business (B.A.)
10. Project Management (B.A., B.S.)

Minors

1. Accounting
2. Business Administration
3. Economics
4. Finance
5. Human Resources Management
6. Marketing
7. Project Management

Courses

ACCT 1310 Principles of Accounting I

3 hours

This is an introduction to the basic accounting model and the framework for developing financial statements. The major focus is on the study of generally accepted accounting principles as they apply to the measurement of income and the presentation of a firm's financial position.
(Normally offered each semester.)

ACCT 1320 Principles of Accounting II

3 hours

The role of accounting in the formation and capitalization of corporations is studied. Other topics include cash flow, analysis and interpretation of financial statements, and basic managerial accounting.
Prerequisite(s): Grade of "C-" or better in ACCT 1310 Principles of Accounting I.
(Normally offered each semester.)

ACCT 1900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 1950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ACCT 1960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

ACCT 1970 Internship

1-8 hours

An on-the-job experience oriented toward the student’s major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

ACCT 2110 Intermediate Accounting I

3 hours

A study of accounting theory and procedure and the preparation of financial statements for corporations. Subjects include present value concepts and the measurement, recording, and presentation of cash receivables, inventory, income, fixed assets,

and intangible asset transactions.
Prerequisite(s): Grade of "C-" or better in ACCT 1320 Principles of Accounting II or permission of the instructor.
(Normally offered each fall semester.)

ACCT 2120 Intermediate Accounting II

3 hours

A continuation of ACCT 2110 Intermediate Accounting I that includes a study of long-term liabilities, stockholders' equity transactions, and preparation of the cash flow statement.
Prerequisite(s): Grade of "C-" or better in ACCT 2110 Intermediate Accounting I.
(Normally offered each spring semester.)

ACCT 2280 Cost Accounting

3 hours

A study of methods used in allocating costs and expenses to operations. The course involves the comparison of cost data with predetermined budgets and standards.
Prerequisite(s): Grade of "C-" or better in ACCT 1320 Principles of Accounting II or permission of the instructor.
(Normally offered each fall semester.)

ACCT 2440 Accounting Information Systems

3 hours

Focuses on the collecting, processing, and communicating financial information in an organization. An entity's processing cycles are studied. Students receive hands-on experience with manual and computerized accounting applications, including spreadsheets.
Prerequisite(s): Grade of "C-" or better in ACCT 1310 Principles of Accounting I and ACCT 1320 Principles of Accounting II.
(Normally offered each spring semester.)

ACCT 2900 Selected Topics

3 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 2950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ACCT 2960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

ACCT 2970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

ACCT 3300 Managerial Accounting

3 hours

This course studies advanced topics in providing and utilizing accounting information in the planning and controlling of business operations, in costing products or services, and in providing quality to customers. Students also study how this information is utilized to create value through improved decision-making from decisions regarding inventory to profitability analysis to long-term capital investments. This course also studies the use of financial information, as well as non-financial information, to evaluate business performance, strategy, and implementation.
Prerequisite(s): Grade of "C-" or better in ACCT 2280 Cost Accounting or permission of the instructor.
(Normally offered each spring semester.)

ACCT 3400 Individual Federal Tax Accounting

3 hours

An introduction to Federal Income Tax laws through the study of the tax law, regulations, and procedures that apply to individual taxpayers. This course provides a basic understanding of the Federal Income Tax code and of tax compliance as it relates to individual taxpayers.
Prerequisite(s): Grade of "C-" or better in ACCT 1320 Principles of Accounting II or permission of the instructor.
(Normally offered each fall semester.)

ACCT 3500 Voluntary Income Tax Assistance

1 hour

This is a service learning course that allows students to provide income tax preparation services, at no cost, to low income taxpayers in conjunction with the IRS. May be taken twice.
Prerequisite(s): ACCT 3400 Individual Federal Tax Accounting.

Archway Curriculum: Essential Connections: Experiential Learning: Exploratory

ACCT 3900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 3950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ACCT 3960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

ACCT 3970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

ACCT 4410 Corporate Federal Tax

3 hours

A study of the tax law, regulations and procedures that apply to corporations and partnerships. This course also studies more advanced topics in individual and corporate Federal tax law.
Prerequisite(s): Grade of "C-" or better in ACCT 3400 Individual Federal Tax Accounting.
(Normally offered each spring semester.)

ACCT 4420 Auditing

3 hours

This course provides an overview of the auditing profession and studies the various types of audit reports. Ethics and professionalism are discussed in the framework of the Code of Professional Conduct for Certified Public Accountants. Concepts such as materiality, audit risk, and evidence are visited, as well as audit planning, internal control, and workpaper documentation. The concept of audit sampling is introduced. Auditing applications to the various business cycles and financial statement accounts are explored.
Prerequisite(s): Grade of "C-" or better in ACCT 2120 Intermediate Accounting II or permission of the instructor.
(Normally offered each spring semester.)

ACCT 4430 Advanced Accounting

3 hours

Students learn accounting issues related to corporate expansion and prepare financial statements for consolidated entities. International accounting standards, foreign currency, and partnerships are also studied. Additionally, at least 25% of the course focuses on accounting for government and not-for-profit organizations.
Prerequisite(s): Grade of "C-" or better in ACCT 2120 Intermediate Accounting II.
(Normally offered each fall semester.)

ACCT 4900 Selected Topics

3 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 4910 Directed Readings

1-6 hours

An opportunity for students, under the supervision of a faculty member, to pursue scientific literature not covered in other coursework.

ACCT 4950 Independent Study

1-3 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ACCT 4960 Special Projects

1-3 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

ACCT 4970 Accounting Internship

3 hours

Each student must work with the department intern coordinator to obtain an accounting-related internship related to the specific area of emphasis or interest of the student. This course presents each student the opportunity for work-related application of accounting. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.
No Pass/Fail.
Prerequisite(s): Junior standing or permission of the department internship coordinator.
(Normally offered each semester including summer.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

ACCT 5010X Accounting Analytics For Decision Making

3 hours

This course helps students develop the necessary skills to understand and analyze accounting information. The objective is to use accounting information to make the best decisions and develop the ability to evaluate and analyze financial and non-financial data. Emphasis is placed on understanding the breadth of accounting analytics and the utilization of accounting analytics for analysis. The course highlights the linkages between accounting information, management planning, and decision making.

ACCT 5410X Corporate Federal Tax Accounting

3 hours

See ACCT 5410 Corporate Federal Taxation
Prerequisite(s): Grade of "C-" or better in ACCT 3400 Individual Federal Tax Accounting, senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

ACCT 5420X Auditing

3 hours

See ACCT 5420 Auditing.
Prerequisite(s): ACCT 2110 Intermediate Accounting I, senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

ACCT 5430X Advanced Accounting

3 hours

See ACCT 5430 Advanced Accounting.
Prerequisite(s): Grade of "C-" or better in ACCT 2120 Intermediate Accounting II, senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 1550 Introduction To Digital Marketing

3 hours

Digital Marketing is a dynamic field with many different channels, each targeting unique audiences using specific analytics tools and strategies. This course uses case studies and hands-on exploration to survey these channels and trends, introducing key marketing concepts and how they connect to business and sales goals. Students will practice using real world digital marketing tools and create strategy plans based on research and analysis of successful campaigns.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 1800 Personal Finance

3 hours

Personal Finance is focused on giving college students the fundamental understanding and basic implementation skills in the following areas: insurance, investment, buying/leasing a car; renting/buying real estate, and personal accounting. This is accomplished through lecture, discussion, community experts, on-line resources, and completion of an extensive personal finance portfolio.

BUSAD 1900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 1950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 1960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 1970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

BUSAD 2000 Principles of Marketing

3 hours

Students examine the role of marketing in society with an introduction to the fundamentals of strategic marketing planning and the development of the marketing mix. Topics include buyer behavior, market segmentation, distribution, pricing policies, communication strategies, and product development.
(Normally offered each semester.)

BUSAD 2050 Career Navigation & Exploration in Digital Marketing

3 hours

This course will help you find a job in Digital Marketing upon graduation. Not just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths in Digital Marketing, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you, and make a clear plan of action toward securing them.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 2100 Business and Economic Statistics

3 hours

An introduction to descriptive and inferential statistics. Topics include gathering, organizing, interpreting, and presenting data with emphasis on hypothesis testing as a method for decision making in the fields of business and economics. Procedures include z-tests, t-tests, ANOVAs, correlation, and simple regression.

Prerequisite(s): Demonstrated proficiency in high school algebra or permission of the instructor.

BUSAD 2300 Business Communication

3 hours

This course will review the basics of effective oral and written communication and apply these basics to business writing and presentations. A variety of individual and collaborative projects, including memos, letters, and reports, will emphasize the process of drafting, revising, and editing business communications.
Prerequisite(s): Accounting, Business Administration, Business Analytics, Cybersecurity, Digital Marketing, Economics, Financial Planning, International Business, Project Management, or Sport Management major.

Archway Curriculum: Essential Connections: Writing Instructive
Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 2350 Going Viral and Organic Growth

3 hours

"Going Viral" is the goal of most web-based marketing content. Companies that generate content that can spread through the internet organically are the most successful in growing their brand. This course will teach you what drives people to share content and build shareable and meme-worthy content. By the end of this course, you will understand what drives viral sharing and learn how to facilitate it. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 2450 Career Navigation & Exploration In Analytics

3 hours

This course will help you find a job in Analytics upon graduation. Not just any job; one that excites you and meets your financial needs. In this course, you will explore career paths in Analytics, potential salary outcomes, and the skills you need to understand whether these salary outcomes will support you. This exploration will lead you to identify target jobs and opportunities. You will then plan the steps you need to take to achieve your goals and begin executing that plan.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

BUSAD 2460 Business Analytics I

3 hours

This course focuses on using the most common business analytics tools in the industry. You'll build foundational skills in SQL and Tableau to extract, analyze, and visualize data. You'll also dive into database design, hypothesis testing, and the nuances of big data in the business landscape.

Prerequisite: DATA 1350 Introduction To Data Analytics with a grade of C- or better and MATH 1300 Statistics or BUSAD 2100 Business and Economic Statistics.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

BUSAD 2500 Principles of Management

3 hours

An introduction to management theory and practice. Students explore the history of management and the environment in which managers operate. Classroom discussion focuses on the basic managerial functions of planning, organizing, leading, and controlling.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Exploratory
Archway Curriculum: Integrative Core: Power Thread

BUSAD 2700 Business Law I

3 hours

An introduction to the law, the courts, torts and contracts. It will also explore the law's application to business. This is a required course for Business Administration and Accounting majors.
Prerequisite(s): Junior standing or permission of the instructor.

(Normally offered each semester.)

BUSAD 2800 Business Law II

3 hours

A survey of the application of the law to business entities, with an emphasis on business formation, negotiable instruments and other legal matters. The course is designed to meet the needs of accounting students, prelaw students and students planning on attending graduate school. The course does not satisfy the Business Law requirement for Business Administration majors.
Prerequisite(s): Junior standing or permission of the instructor.
(Normally offered each spring semester.)

BUSAD 2900 Selected Topics

1-5 hours

A topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 2950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 2960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 2970 Internship

1-8 hours

An on-the-job experience oriented toward the student’s major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

BUSAD 3000 Organizational Behavior

3 hours

This course provides a conceptual framework for understanding behavior within the organization. Students explore behavior at the individual, group, and organizational levels. Units of analysis include personality, leadership, conflict, motivation, power, and politics.
Prerequisite(s): Grade of "C-" or better in BUSAD 2500 Principles of Management or permission of the instructor.
(Normally offered each fall semester.)

Archway Curriculum: Essential Connections: Discourse Instructive

BUSAD 3100 Managing Information Systems

3 hours

This course will provide an introduction and overview to the managing of information systems (MIS) in today's organizations. The focus is on the use of strategic information systems related to decision making processes and activities in the functional areas of organizations such as operations, management, and marketing.
Prerequisite(s): BUSAD 2500 Principles of Management or permission of the instructor.

Archway Curriculum: Integrative Core: Innovation Thread

BUSAD 3150 Social Media Marketing

3 hours

The average consumer spends 2.5 hours per day on social media sites. This course explores how to effectively use social media to move those consumers to action. In order to be a successful marketer, you must be able to plan a campaign that aligns with strategic goals, execute using the appropriate channels and tactics, and measure the success or failure of your efforts. By the end of this course, you will learn how to do just that.

Prerequisite: BUSAD-1650 or BUSAD 2000 Principles of Marketing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3200 Human Resource Management

3 hours

An in-depth study of current policies and problems in human resource management. Subjects include human resource planning, recruiting, selection, training, management development, compensation, discipline, labor relations, equal employment opportunity laws/regulations, and human resource management policies.
Prerequisite(s): Junior standing and a 1000- or 2000-level writing-instructive course.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

BUSAD 3250 Lifecycle & Email Marketing

3 hours

Lifecycle marketing is essential for businesses to maintain continuous engagement with customers by tailoring content to their specific stages. Emails are crucial for creating direct, personalized communication that varies by lifecycle stage. In this course, you'll learn to craft successful email campaigns within lifecycle marketing plans. By the end, you'll build a marketing campaign that drives customers to take desired actions based on their lifecycle stage.

Prerequisite: First Year Writing; BUSAD 1550 Introduction To Digital Marketing or BUSAD 2000 Principles of Marketing; and BUSAD 2050 Career Navigation & Exploration in Digital Marketing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3300 Quantitative Methods

3 hours

This course will review modern quantitative methods used in decision making. The intent is to expose the student to various modeling techniques and to apply these techniques using Excel. Topics include productivity and capacity analysis, forecasting, regression analysis, linear programming, PERT/CPM, and statistical process control.

Prerequisite(s): Grade of "C-" or better in BUSAD 2100 Business and Economic Statistics, MATH 1300 Statistics, or MATH 3300 Mathematical Statistics I, and one of MATH 1100 College Algebra or MATH 1600 Calculus I, or department chair permission.

(Normally offered each semester.)

BUSAD 3350 Search Engine: Optimization and Marketing

3 hours

How do you find what you're looking for on the internet? Chances are, you turn to a search engine. Companies use Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to make sure you see them first every time you turn to a search engine. By the end of this course, you'll learn how to optimize a website to show up first on a search and build search ads that will drive customers to your website. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

BUSAD 3400 Promotional Strategy

3 hours

Focuses on developing the appropriate mix of promotional tools used in marketing communications, including advertising, sales promotions, public relations, sponsorship, point of purchase, and personal selling. Examines the relationship of promotional strategies to the communication process. Students develop an integrated marketing communications plan for an area business.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.
(Normally offered each spring semester.)

BUSAD 3450 Digital Marketing Analytics and Experimentation

3 hours

Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, you'll learn to design experiments that rigorously test various marketing decisions, analyze digital customer behavior data using a variety of tools, and leverage data to refine marketing strategies and improve customer acquisition.

Prerequisite: BUSAD 1550 Introduction To Digital Marketing

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3500 Consumer Behavior

3 hours

Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis for decision making by marketing managers. Designed to provide additional insight into sociological, psychological, and environmental factors affecting the consumer decision process and their importance to marketing strategies.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing and a 1000- or 2000-level speaking-instructive course.
(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 3560 Business Analytics II

3 hours

This course is intended as a continuation of Business Analytics I. You'll build on your knowledge of business analytics tools by learning advanced SQL and Tableau skills and predictive modeling. This course is oriented around business case studies to apply this newfound knowledge to real-world scenarios.

Prerequisite: DATA 1350 Introduction To Data Analytics with a grade of C- or better, BUSAD 2460 Business Analytics I and a statistics course (MATH 1300 Statistics or BUSAD 2100 Business and Economic Statistics).

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

BUSAD 3600 Negotiation

3 hours

This course presents the fundamentals of business negotiation, strategies and tactics of a variety of negotiation styles and contexts, in addition to, individual differences and negotiation across cultures. Negotiation principles are analyzed through readings, cases, class discussion, presentations, and guest speakers. Application of these principles is provided during the course through a variety of negotiation exercises.
Prerequisite(s): Junior standing.
(Normally offered each spring semester.)

BUSAD 3700 Financial Management

3 hours

Students are introduced to financial management of proprietorships, partnerships, and corporations. Concepts of risk and return, time value of money, and stock and bond valuation are analyzed from a quantitative approach and applied throughout the course. Additional topics covered are the cost of capital as related to discounted cash flow, capital budgeting, and strategic financing decisions. A project consisting of several spreadsheet applications will be utilized in order to expose students to their potential for financial analysis. Topics covered include: basic financial statements, financial ratio analysis, time value of money, valuation and rates of return, the cost of capital, and capital budgeting.
Prerequisite(s): Junior standing and grades of "C-" or better in ECON 1530 Macroeconomic Principles or ECON 1540 Microeconomic Principles, ACCT 1320 Principles of Accounting II, and a department-approved Math course (MATH 1100 College Algebra, MATH-1400, or MATH 1600 Calculus I), or permission of the instructor.
(Normally offered each semester.)

BUSAD 3710 General Principles of Financial Planning

3 hours

This course provides a comprehensive examination of the general principles of financial planning, professional conduct and regulation, and education planning. The course introduces students to the financial planning process and working with clients to set goals and assess risk tolerance. In addition, students will learn to process and analyze information, construct personal financial statements, develop debt management plans, recommend financing strategies, and understand the basic components of a written comprehensive financial plan. The course also covers the regulatory environment, the time value of money, and economic concepts. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Sophomore standing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3720 Risk Management & Insurance Planning

3 hours

This course provides a comprehensive examination of the general principles of risk management and insurance planning for individual and family clients. The course first introduces students to the risk management and insurance planning process and working with clients to analyze and evaluate risk exposures. Second, the core insurance lines of coverage are explored in detail, including health, disability, long-term care, life, and personal property and casualty (homeowners', personal auto policy, etc.). In addition, the student will learn to analyze an individual and family's insurance needs, select the most appropriate insurance policy and company, and understand a business owner's use of insurance to protect the business's assets and future income. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3730 Investment Planning

3 hours

This course is designed for students interested in pursuing financial planning and asset management careers. This course explores the securities market, sources of information, risk/return, stocks, bonds, options, futures, and security analysis and culminates in portfolio construction and analysis. In addition, students will learn how to evaluate different asset classes for different investment objectives and determine their suitability for investors considering investment goals, time horizons, risk tolerance, and tax situations. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3740 Tax Planning

3 hours

This course covers taxation for individuals, sole proprietorships, partnerships, and corporations, as well as the tax aspects of investments, insurance, annuities, and retirement planning. Students will identify the likely tax consequences of personal and business financial activities and select appropriate and lawful tax-minimizing tactics and strategies. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3750 Retirement Savings & Income Planning

3 hours

This course provides students with the foundation to conduct a retirement needs analysis for individuals. In addition, students will understand the different types of retirement plans available to individuals and recognize the key factors that affect retirement plan selection for business owners. Students will evaluate and compare the characteristics of various retirement plans, address client suitability, and provide plan recommendations. The course covers tax-deferred retirement plans, IRAs, nonqualified plans, Social

Security, Medicare, Medicaid, distribution strategies, taxation of distributions, and regulatory considerations. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3760 Estate Planning

3 hours

This course introduces federal gift, estate, and generation-skipping transfer taxes and the many planning techniques used to minimize the impact of these taxes on transfers of wealth. It also explores the income-tax effects of gifts and bequests, particularly the limitations of income-shifting to family members. The non-tax aspects of estate planning, including the estate planning process, property ownership, planning for incapacity, and planning for business owners, are examined, as is the need for estate planning documents for individuals, spouses, and unmarried couples. The course stresses the need for balancing tax and non-tax considerations in creating successful estate plans. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 3800 Investments

3 hours

Students are provided with a background in investments, including the types of securities available to investors today in the money and capital markets and the security markets where they are traded. Fixed income and equity securities are analyzed from a quantitative perspective. Additional topics include various approaches to common stock analysis and open and closed-end investment companies. This course also requires students to manage funds for the University's endowment.
Prerequisite(s): Grade of "C-" or better in BUSAD 3700 Financial Management or permission of the instructor.
(Normally offered each fall semester.)

BUSAD 3850 Portfolio Management: NWU Student Investment Group

1 hour

This course is an introduction to security and portfolio analysis. Students will be actively engaged in the management of monies received from Nebraska Wesleyan alumni and friends of the University. The monies are part of Nebraska Wesleyan's Endowment. Students will gain a fundamental understanding of portfolio management theories and their application by money managers in the market place. Emphasis is placed on gaining a better understanding and application of investment theories and concepts, and portfolio management including, but not limited to, economic, industry and company analysis, and the allocation of the NWU SIG's Fund assets. Performance is based upon total returns which are tracked by the University's consultants for the management of endowment funds. The Student Investment Group evaluates securities for sale on a regular basis and may sell securities as the SIG concludes is most appropriate. Decisions for the purchase of securities must be presented to a committee per Nebraska Wesleyan's SIG Guidelines which are part of the Board of Governor's Investment Policy Statement. Each spring semester an annual newsletter is created regarding the SIG's activities and performance. This newsletter is used for several purposes including reporting to the Financial Committee of the Board of Governors whom is ultimately responsible for the portfolio. No P/F.
Prerequisite(s): BUSAD 3700 Financial Management or permission of the instructor.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 3900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 3950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 3960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 3970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

BUSAD 4000 Bank Management

3 hours

Students will examine bank management from a practical perspective. This includes the organization of the banking system, the evolution of bank regulations, and the perspectives of bankers and regulators toward these rules. Trends in banking and its competition and liquidity, loan, and investment management will also be studied. Students will discover the unique challenges confronting managers of commercial banks as they operate within various competitive markets.
Prerequisite(s): Grade of "C-" or better in BUSAD 3700 Financial Management.
(Normally offered each fall semester.)

BUSAD 4100 Advanced Human Resource Management

3 hours

Labor legislation, labor trends, and many controversial and contemporary human resource management problems are explored. The course is taught by case method along with lecture and general discussion of selected topics related to current personnel problems and trends. The cases used are designed to demonstrate the student's ability to apply sound human resource management concepts and principles in arriving at effective and workable solutions to complex contemporary problems.
Prerequisite(s): Grade of "C-" or better in BUSAD 3200 Human Resource Management.

BUSAD 4200 Marketing Management

3 hours

This course is taught from the leader's decision-making perspective with an emphasis on the marketing manager's role in the development and analysis of goal-oriented marketing strategies. Students explore how marketing decisions impact the overall

development including market research, promotion, pricing, distribution, and competitive strategies.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.
(Normally offered each fall semester.)

BUSAD 4250 Advanced Project Management

3 hours

This course is intended to culminate a student's work in Project Management. Students will work in groups to manage a simulated project from scope to competition, encountering and overcoming challenges and complications along the way. This course will also provide students with an overview of the product life cycle, governance, and other topics to help contextualize project work.

Prerequisite(s): Grade of "C-" or better in BUSAD-3650.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

BUSAD 4300 International Marketing

3 hours

Students will investigate the opportunities and challenges facing American companies seeking to expand their markets across international boundaries. Analysis includes a study of international marketing barriers, cultural patterns, adapting the product line to international markets, selecting channels of distribution, pricing strategies, and international communication strategies.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing and a 1000- or 2000-level speaking-instructive course.

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Integrative Core: Going Global Thread

BUSAD 4350 Digital Marketing Analytics

3 hours

Today, marketing professionals have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, students will learn how to analyze digital customer behavior data using various tools and use that data to test marketing hypotheses and improve customer acquisition. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing, Department approved Math class, and BUSAD 3150 Social Media Marketing or BUSAD 3250 Lifecycle & Email Marketing or BUSAD 3350 Search Engine: Optimization and Marketing.*

**A department-approved math course includes: MATH 1100 College Algebra or MATH 1600 Calculus I.*

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

BUSAD 4400 International Finance

3 hours

This course covers the basic concepts and practices used in the field of international finance including differences in both customs and operating procedures between the United States and its trading partners. The focus will be on their international monetary system and emphasis on the role of international finance in multinational corporations, financing foreign operations, foreign investment analysis, country risk analysis, government currency controls, exchange rates, and arbitrage.
Prerequisite(s): Grades of "C-" or better in ECON 1530 Macroeconomic Principles and ECON 1540 Microeconomic Principles.

(Normally offered each spring semester.)

Archway Curriculum: Integrative Core: Going Global Thread

BUSAD 4450 Financial Plan Development

3 hours

Students will develop a complete financial plan through case studies and interviewing mock clients. Presentations of a formal financial plan, demonstrating the ability to set client expectations and communicate with clients by answering questions and concerns, are also required. The course and curriculum are approved by the CFP Board of Standards.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning, BUSAD 3720 Risk Management & Insurance Planning, BUSAD 3730 Investment Planning, BUSAD 3740 Tax Planning, BUSAD 3750 Retirement Savings & Income Planning, and BUSAD 3760 Estate Planning.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 4460 Practicum

3 hours

In this capstone course, students engage in a hands-on business analytics project, tackling a real-world data problem from start to finish. This immersive experience equips students with the skills needed for their future roles as analysts, with a special focus on honing job interview skills and communicating findings to stakeholders. Students will also learn how to build a portfolio for their job search. This online class has optional live sessions.

Prerequisite: DATA 1350 Introduction To Data Analytics, BUSAD 2460 Business Analytics I, and BUSAD 3560 Business Analytics II.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

BUSAD 4500 Advanced Financial Seminar

3 hours

A three-part seminar dealing with corporate finance, investments, and bank management. This course is considered to be the final course prior to job entry for a student who wishes to pursue a career in finance. This course also requires students to manage funds for the University's endowment.
Prerequisite(s): Grade of "C-" or better in BUSAD 3700 Financial Management or permission of the instructor.
(Normally offered each spring semester.)

BUSAD 4600 Business Ethics

3 hours

This course investigates ethical issues and moral dilemmas found in the modern business arena. The conflict between an organization's economic performance and its social obligations are studied. Various economic theories, legal regulations and philosophic doctrines are discussed. Contemporary Western moral philosophy, historic and contemporary Christian ethics, and social theory provide a context for the course. Case studies are integrated throughout the semester.

Prerequisite(s): Junior standing and a 1000- or 2000-level speaking-instructive course.
(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Justice Thread

BUSAD 4650 Growth Marketing and Multi-Channel Digital Marketing Campaign

3 hours

In the real world, companies use multiple channels for marketing efforts. Campaigns are spread across social media, email, search, and more for maximum reach and engagement, leading to multi-channel strategies. In this course, you'll learn to create effective multi-channel marketing plans, considering the advantages and disadvantages of each platform. By the end, you'll produce a portfolio-worthy digital marketing campaign plan that utilizes multiple channels.

Prerequisite: BUSAD 1550 Introduction To Digital Marketing, BUSAD 2050 Career Navigation & Exploration in Digital Marketing, BUSAD 3150 Social Media Marketing, and BUSAD 3250 Lifecycle & Email Marketing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

BUSAD 4700 Entrepreneurship

3 hours

Students use multidisciplinary business skills to identify, analyze, and execute practical management solutions to the various problems and opportunities of a small business enterprise. The major projects preparation of an actual business plan. Lectures and guest speakers from the community help provide students a clearer understanding of the link between theoretical studies and the practical world of business.
Prerequisite(s): Junior standing and grades of "C-" or better in ACCT 1310 Principles of Accounting I, BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor.
(Normally offered each spring semester.)

Archway Curriculum: Integrative Core: Innovation Thread

BUSAD 4710 Entrepreneurship Practicum

1 hour

Students will complete an entrepreneurial practicum with a local business owner related to an area of interest of the student. This course is designed to give each student experience and insight into the processes entrepreneurs use in finding practical managerial solutions to the problems/opportunities of a business venture.
Pre or corequisite(s): BUSAD 4700 Entrepreneurship.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 4800 Strategic Management

3 hours

This course integrates all prior accounting, business, and economics courses as final preparation for the student's entry into the business world or graduate studies. Case studies and computer simulations are utilized to enable students to gain an understanding of business operations and the application of business principles.
Prerequisite(s): Senior standing Business Administration, Accounting, or Economics majors, grades of "C-" or better in ACCT 1310 Principles of Accounting I, ACCT 1320 Principles of Accounting II, ECON 1530 Macroeconomic Principles, ECON 1540 Microeconomic Principles, and BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor, and a 1000- or 2000-level writing-instructive course.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

BUSAD 4900 Selected Topics

1-5 hours

A topical course designed to investigate relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a

major only by approval of the department chair.

BUSAD 4910 Directed Readings

1-3 hours

An opportunity for students, under the supervision of a faculty member, to pursue scientific literature not covered in other coursework.

BUSAD 4950 Independent Study

1-3 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives of the department. Independent Study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 4960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 4970 Business Internship

3 hours

Each student must work with the department internship coordinator to obtain a business-related internship related to the specific area of emphasis or interest of the student. This course presents each student the opportunity for work-related application of business interest. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.
No Pass/Fail.
Prerequisite(s): Junior standing or permission of the department internship coordinator.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 4980 Senior Seminar

0-4 hours

A research seminar in which students conducting their research to satisfy the senior comprehensive requirement meet regularly to share insights, progress, and problems encountered along the way.

BUSAD 4990 Senior Project

0-4 hours

Independent field research for all majors.

BUSAD 5110X Brand & Marketing Management

3 hours

See BUSAD 5110 Marketing Management

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics Associate Dean.

BUSAD 5250X Leadership

3 hours

See BUSAD 5250 Leadership.
Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics Associate Dean.

BUSAD 5260X Organizational Behavior

3 hours

See BUSAD 5260 Organizational Behavior.
Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5300X International Business

3 hours

See BUSAD 5300 International Business.
Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5330X Business Ethics and Corporate Responsibility

3 hours

See BUSAD 5330 Business Ethics and Corporate Responsibility.
Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5430X Innovation

3 hours

See BUSAD 5430 Innovation.
Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

CYBER 1700 Introduction To Cybersecurity

3 hours

In today's world, no one is safe from cyber-attacks, but everyone can be prepared. This course will teach you how malicious actors use social skills and technology to facilitate cyber attacks and provide you with the tools and information you need to defend against those attacks. Whether you pursue one of the many available jobs in cybersecurity or just want to secure your own privacy, you'll learn how to make the Internet safer. The class has optional live sessions.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 2200 Career Nav & Exploration in Cybersecurity

3 hours

This course will help you find a job in Cybersecurity upon graduation. Not just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths in Cybersecurity, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you and make a clear plan of action toward securing them.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 2250 Google Cloud Computing Foundations

3 hours

This course will introduce you to the fundamentals of Cloud Computing, Infrastructure and Networking, and will explore how the cloud is used in a range of situations, including IT, App Development and Machine Learning. By the end of the course you will know what the cloud is, and how to use it effectively. This course uses the Google Cloud Platform (GCP) and was built in concert with the Google Cloud Learning Services team. This online class has optional live sessions. Prerequisite: DATA-1350.

CYBER 2400 Network & System Security

3 hours

Modern organizations know that even the strongest systems can be vulnerable to cyberattacks. As a result, jobs in cybersecurity are rapidly expanding as companies look to secure their digital assets. This course will teach you how to secure those assets by identifying and fixing potential security vulnerabilities. By the end of the course, you will be able to identify and remedy common network and systems vulnerabilities.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 2700 Cybercrime And Governance

3 hours

Cybercrime is one of the biggest threats companies face on a daily basis, and they are constantly looking for new hires to help protect them. In this course, you will get a firsthand look at the methods used to commit cybercrimes. You will also learn how governments detect, investigate, and stop these crimes, and become familiar with the laws and policies in place to deter cybercriminals. This online class has optional live sessions.

Prerequisite(s): DATA 1700

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 3150 Networking Technologies and Telecommunications

3 hours

Whether a workplace is just a few people connected to a wireless router, or a financial giant, wired directly into the Nasdaq, it likely relies heavily on Network Technologies. This course will teach you how networks work, and how to set up and secure them. By the end of this course, you will be able to manage and maintain a range of different network types. This online class has

optional live sessions. Prerequisite: BUSAD-3150.

CYBER 3200 Security Operations

3 hours

The moments after a breach can make or break an organization. When the unthinkable happens and a cybercrime is discovered, the actions taken by the security operations team can either contain the damage and restore order or lead to catastrophic consequences. This course examines the tools and techniques used to conduct investigations into cybercrimes and teaches the defensive skills necessary to ensure a breach doesn't occur in the first place.

Prerequisite: CYBER 1700 Introduction To Cybersecurity and CYBER 2400 Network & System Security

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 3400 Ethical Hacking

3 hours

To stop a hacker, you need to be able to think like a hacker. In this course, you will learn hands-on techniques for attacking and penetrating networks and systems. You'll learn the tools to launch these offensive tactics and then complete a hands-on project where you will be asked to ethically hack a real system.

Prerequisite: CYBER 2400 Network & System Security

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 3600 The Future of Cybersecurity

3 hours

Technology is racing forward, and cybersecurity must stay ahead to meet new challenges and threats. In this class, you will learn about the changing landscape of cybersecurity, emerging mobile technologies that are likely to be targeted, and new forms of cyber-attacks being launched. By the end of the course, you will be able to implement the most cutting edge practices in cybersecurity in order to protect against attacks.

Prerequisite: CYBER 2400 Network & System Security

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

CYBER 4800 Cybersecurity Capstone

3 hours

The Capstone course is the culmination of the Cybersecurity program, allowing students to apply their knowledge to real-world challenges. Students will undertake a comprehensive project integrating various aspects of cybersecurity, including log analysis, vulnerability assessment, incident response, ethical hacking, and cloud security. This project will develop critical thinking skills and prepare students for major cybersecurity certifications.

Prerequisites: CYBER 1700 Introduction To Cybersecurity, CYBER 2400 Network & System Security, CYBER 2700 Cybercrime And Governance, CYBER 3200 Security Operations, CYBER 3400 Ethical Hacking, and CYBER 3600 The Future of Cybersecurity

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

ECON 1530 Macroeconomic Principles

3 hours

An examination of the macroeconomic theories, problems, and policies of the U.S. economy. Topics include supply and demand, a description of the main sectors of the economy, and the role of government in stabilizing the economy with monetary and fiscal policies.
(Normally offered each semester.)

Archway Curriculum: Foundational Literacies: Scientific Investigations: Social Science
Archway Curriculum: Integrative Core: Going Global Thread

ECON 1540 Microeconomic Principles

3 hours

An examination of the microeconomic theories, problems, and policies of the U.S. economy. Topics include the theory of the firm, market structures, and current economic issues such as income distribution, antitrust policy, poverty, the farm problem, and international trade.
Prerequisite(s): ECON 1530 Macroeconomic Principles strongly recommended.
(Normally offered each semester.)

Archway Curriculum: Foundational Literacies: Scientific Investigations: Social Science
Archway Curriculum: Integrative Core: Power Thread

ECON 1900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 1950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ECON 1960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor

ECON 1970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

ECON 2020 Money and Banking

3 hours

A study of the nature and function of money, monetary theory and policy, and financial institutions; and a survey of the historical developments that have affected the U.S. monetary system.
Prerequisite(s): Grade of "C-" or better in ECON 1530 Macroeconomic Principles.

ECON 2550 Microeconomic Theory

3 hours

A study of the mechanisms by which resources are allocated in a market economy, the effects of imperfect competition upon resource allocation, and the pricing and employment of inputs.
Prerequisite(s): Grade of "C-" or better in ECON 1540 Microeconomic Principles
(Normally offered each fall semester.)

ECON 2560 Macroeconomic Theory

3 hours

A study of the concepts and measurement of national income, including an analysis of the forces determining the level of national income and employment, the price level, and the rate of economic growth.
Prerequisite(s): Grade of "C-" or better in ECON 1530 Macroeconomic Principles.
(Normally offered each spring semester.)

ECON 2900 Selected Topics

1-4 hours

A topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 2950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ECON 2960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor

ECON 2970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

ECON 3350 Introductory Econometrics

3 hours

This course offers an introduction to the methodology and estimation of econometric models. We will do basic econometrics analysis, including simple and multiple regression analysis, ordinary least squares, binary models, cross section and time series analysis, hypothesis testing, model selection and specification, and data problems.

Prerequisite(s): ECON 1530 Macroeconomic Principles or ECON 1540 Microeconomic Principles and BUSAD 2100 Business and Economic Statistics or similar statistics class from another department.

ECON 3900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 3950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ECON 3960 Special Projects

1 hour

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor

ECON 3970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

ECON 4570 International Trade

3 hours

A study of the theory of international trade, commercial policy, international monetary affairs, and institutions for international economic stability and development.
Prerequisite(s): Junior standing and grade of "C-" or better in ECON 1540 Microeconomic Principles or permission of the instructor.

Archway Curriculum: Essential Connections: Diversity Instructive: Global
Archway Curriculum: Integrative Core: Going Global Thread

ECON 4580 Economic Development

3 hours

A seminar on the problems of developing nations, using primarily Latin American examples to gain insight into the reasons why poverty persists alongside spectacular affluence. Economic justice is a primary focus. Topics will include the role of gender, transnational corporations, foreign aid, and various proposals to promote change and development, using an interdisciplinary approach.
Prerequisite(s): Junior standing a grade of "C-" or better in ECON 1530 Macroeconomic Principles or permission of the instructor.
(Normally offered every other spring semester.)

Archway Curriculum: Foundational Literacies: Diversity, Equity, and Inclusion – Global
Archway Curriculum: Essential Connections: Diversity Instructive: Global
Archway Curriculum: Integrative Core: Going Global Thread

ECON 4610 Economic Viewpoints

3 hours

An analysis of the various economic philosophies that have arisen from Western European and North American experiences. The senior comprehensive requirement may be met in this course by completion of a thesis satisfying departmental guidelines.
Prerequisite(s): Grade of "C-" or better in ECON 1540 Microeconomic Principles or permission of the instructor.

ECON 4900 Selected Topics

1-3 hours

A topical course designed to investigate relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 4950 Independent Study

1-3 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives of the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

ECON 4960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

ECON 4970 Economics Internship

3 hours

Each student must work with the department intern coordinator to obtain an economics-related internship. This course gives opportunity for practical application of theoretical principles learned in the classroom. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.
No Pass/Fail.
Prerequisite(s): Junior standing or permission of the department internship coordinator.

(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

ECON 4980 Directed Readings

0-4 hours

An opportunity for students, under the supervision of a faculty member, to pursue scientific literature not covered in other coursework.

ECON 4990 Senior Project

0-4 hours

Independent field research for all majors.

PROJ 1650 Project Management Fundamentals

3 hours

Project Management is about executing ideas on time, in budget, and adapting to challenges along the way. All modern business professionals need to understand it. This course, which culminates in a final project, gives you the foundational tools to do that: Waterfall and Agile methodologies, the project management lifecycle, precise goal setting, professional progress trackers, stakeholder engagement, and project analysis.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

PROJ 2200 Career Navigation and Exploration in Business and Project Management

3 hours

This course will help you find a job related to Business and Project Management upon graduation. Not just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you, and make a clear plan of action toward securing them.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

PROJ 2400 Predictive Project Planning

3 hours

Most projects fail at the planning stage. This course teaches you to create plans that keep projects on track from day one. Define project scopes that adapt to change, develop timelines with Gantt charts and critical path analyses, and create budgets that succeed under pressure. Using project-based coursework, you'll learn to develop plans that are both ambitious and achievable, mastering the skills to optimize resources and deliver results that matter.

Prerequisite: PROJ 1650 Project Management Fundamentals.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

PROJ 2700 Managing Risks & Uncertainties

3 hours

Imagine skydiving without a parachute-that's what it's like to run a project without a risk management plan. This course teaches you to see the storm coming and prepare, turning looming disasters into manageable challenges. You'll learn to cut through the noise, create clear action plans, and keep control even when the pressure is on. Be the manager who's ready for anything, who stays calm, steady, and ahead of the game when things get tough.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

PROJ 3300 Project Execution, Monitoring & Control

3 hours

You've mapped out the perfect project plan, but things are slipping. What now? This course dives into the real challenges of project execution-where theory meets chaos. Learn to track KPIs to catch issues before they spiral, handle conflicts head-on, and pivot with confidence when things shift. Master the art of data storytelling to make your progress clear, wrap up projects seamlessly, and create impact that reverberates across the business.

Prerequisites: PROJ 2400 Predictive Project Planning and PROJ 2700 Managing Risks & Uncertainties.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

PROJ 3600 Agile Frameworks & Methodologies

3 hours

When change outpaces planning and requirements keep shifting, traditional project management falls short. That's where Agile comes in-designed to thrive in uncertainty and deliver value in fast-paced environments. Here, adaptability beats predictability, and customer satisfaction takes priority over rigid plans. In this course, you'll learn to pivot with purpose, keep your team aligned, and impress stakeholders, even when the ground is constantly shifting.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

PROJ 4800 Capstone: Full-Cycle Project Management

3 hours

In this capstone course, you'll step into the real role of a project manager, leading a complex project from start to finish and showcasing everything you've mastered. By semester's end, you'll not only have a standout portfolio piece to impress future employers but also sit for the CAPM exam-demonstrating your skills, knowledge, and readiness to tackle the field.

Prerequisite: PROJ 3300 Project Execution, Monitoring & Control and PROJ 3600 Agile Frameworks & Methodologies

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.