

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) DEGREE

Undergraduate students who complete a degree from UNO's College of Business Administration earn a Bachelor of Science in Business Administration (BSBA) with at least one area of concentration. (See the complete list of BSBA concentrations)

To earn a BSBA degree, students must fulfill the university, college, and program requirements including:

- Complete a minimum of 120 credit hours in courses approved by the College of Business Administration (CBA)
- Complete a minimum of 42 credit hours in upper-division (3000- or 4000-level) coursework
- Complete 24 upper-division (3000- or 4000-level) credit hours in the business core curriculum
- Complete 18-24 credit hours in a BSBA concentration

To graduate with a BSBA, students must meet the following GPA and grade requirements:

- Maintain a cumulative GPA of 2.50 or higher across all courses taken in the University of Nebraska system (UNO, UNL, UNK, and UNMC).
- Maintain a cumulative Business GPA of 2.50 or higher.
- For students earning the Accounting concentration or secondary concentration, maintain a cumulative GPA of 2.50 or higher in all upper-division accounting courses (excluding ACCT 3000 (<https://catalog.unomaha.edu/search/?P=ACCT%203000>), ACCT 4500 (<https://catalog.unomaha.edu/search/?P=ACCT%204500>), and ACCT 4510 (<https://catalog.unomaha.edu/search/?P=ACCT%204510>)).

For any BSBA business core, BSBA concentration, or business elective course to fulfill BSBA requirements, it must be taken on a letter-grade basis and the student must earn a grade of "C" or higher.

No grade below a "C" will be counted as satisfactory completion of BSBA degree major requirements, including CBA BSBA business core courses, BSBA concentration courses, business elective courses, ENGL 1150 (<https://catalog.unomaha.edu/search/?P=ENGL%201150>), ENGL 1160 (<https://catalog.unomaha.edu/search/?P=ENGL%201160>), CMST 1110 (<https://catalog.unomaha.edu/search/?P=CMST%201110>), and MATH 1370 (<https://catalog.unomaha.edu/search/?P=MATH%201370>) (or MATH 1930 (<https://catalog.unomaha.edu/search/?P=MATH%201930>)).

Some concentrations require specific foundation courses to be completed with a grade of "C+" or higher, including:

- Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management Concentrations or Secondary Concentrations: FNBK 3250 (<https://catalog.unomaha.edu/search/?P=FNBK%203250>) and FNBK 3300
- Marketing Concentration or Secondary Concentration: MKT 3310 (<https://catalog.unomaha.edu/search/?P=MKT%203310>)
- Human Resource Management Concentration: MGMT 4030
- Sales Concentration or Secondary Concentration: MKT 3310 (<https://catalog.unomaha.edu/search/?P=MKT%203310>) and MKT 3100 (<https://catalog.unomaha.edu/search/?P=MKT%203100>)

Advising holds are automatically placed each semester for any student whose GPA is below a 2.5., including students without an NU-system

GPA. The purpose of this hold is to ensure students understand degree requirements, make informed decisions about next classes, and connect to other resources on campus.

MBA Fast Track

The College of Business Administration MBA program has developed a Fast Track program for highly qualified and motivated students providing the opportunity to complete a BSBA degree and a master's degree in an accelerated time frame. With Fast Track, students may count up to 9 graduate hours toward the completion of their undergraduate program as well as the graduate degree program.

Program Specifics:

- This program is available for undergraduate students pursuing a BSBA degree and desiring to pursue an MBA
- Students must have completed no less than 60 undergraduate hours
- Students must have a minimum undergraduate GPA of 3.0
- Students must complete the Fast Track Approval form and obtain all signatures and submit to the Office of Graduate Studies prior to first enrollment in a graduate course
- Students will work with their undergraduate advisor to register for the graduate courses
- A minimum cumulative GPA of 3.0 is required for graduate coursework to remain in good standing
- Students remain undergraduates until they meet all the requirements for the undergraduate degree and are eligible for all rights and privileges granted undergraduate status including financial aid.
- Near the end of the undergraduate program, formal application to the graduate program is required. The application fee will be waived, the applicant will need to contact the Office of Graduate Studies for a fee waiver code.
 - Admission to Fast Track does NOT guarantee admission to the graduate program.
 - The admit term must be after the completion term of the undergraduate degree.

Contact Information

CBA Advising Office
UNO College of Business Administration
134H Mammel Hall
University of Nebraska at Omaha
6708 Pine Street
Omaha, NE 68182-0048

Advising Phone: 402.554.3419
e-mail: unocbaadvising@unomaha.edu

Program Website (<https://www.unomaha.edu/college-of-business-administration/>)

Business Administration, Bachelor of Science in Business Administration Degree Requirements

All BSBA students must complete all major requirements. Students must choose at least one area of concentration.

All BSBA students must complete all MAJOR REQUIREMENTS (see below) with a grade of C (2.0) or higher. Students must choose at least one area of concentration.

Code	Title	Credits
GENERAL EDUCATION REQUIREMENTS - 34 Hours Required		
Fundamental Skills		15
Writing – 6 hrs.		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
Oral Communication – 3 hrs.		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
Quantitative Literacy - 3 hrs.		
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
Data Literacy – 3 hrs.		
Select one from the following:		
STAT 1100	DATA LITERACY AND VISUALIZATION	
STAT 1530	ELEMENTARY STATISTICS	
Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education course.		
Breadth of Knowledge		13
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs		
Arts – 3 hrs.		
Individual and Social Responsibility		6
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		
MAJOR REQUIREMENTS		
Minimum of “C” (2.0) required for all MAJOR REQUIREMENTS		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
All of the following:		9
ENGL 1150	ENGLISH COMPOSITION I (** ^)	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY (** ^)	
CMST 1110	PUBLIC SPEAKING FUNDS (**)	
Select 1 of the Following		3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^)	
MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^)	
Required Business Core Courses - 48 Hours		
All courses must be completed with a C (2.00) or better. However, some concentrations or secondary concentrations require a C+ (2.33) or better in a specific core course. See note below for specific details.		
All of the following		45
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO) (** ^)	

ECON 2220	PRINCIPLES OF ECONOMICS (MACRO) (** ^)	
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS (^)	
ACCT 2010	PRINCIPLES OF ACCOUNTING I (^)	
ACCT 2020	PRINCIPLES OF ACCOUNTING II (^)	
MKT 3200	BUSINESS COMMUNICATIONS (^)	
MKT 3310	PRINCIPLES OF MARKETING (^)	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS (^)	
LAWS 3930	BUSINESS LAW FUNDAMENTALS (^)	
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT (^)	
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS (^)	
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN (^)	
MGMT 4480	CORPORATE AND BUSINESS STRATEGY (^)	
**International Dimension - 3 hrs		
**International Dimension - 3 hrs		
Select 1 of the Following		3
CMST 2120	ARGUMENTATION AND DEBATE (**)	
CMST 3130	SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (^)	
CMST 3140	CONTEMPORARY PRESENTATIONS (^)	
CMST 3150	INTERCOLLEGIATE FORENSICS I (^)	
CMST 3160	INTERCOLLEGIATE FORENSICS II (^)	
MKT 3100	PROFESSIONAL SELLING (^)	
Select an area of concentration		18-24
ELECTIVES		
Elective hours as required to reach a total of 120 hours		

- ¹ Prerequisites for Upper Division Core Courses
 Note: MKT 3310 must be completed with a C+ (2.33) or better for the Marketing concentration and the Marketing secondary concentration; MKT 3100 & MKT 3310 must be completed with a C+ (2.33) or better for the Sales concentration and the Sales secondary concentration; and FNBK 3250 & FNBK 3300 must be completed with a C+ (2.33) or better for the Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management concentrations and the Business Finance, Banking and Financial Markets, and Investment Science & Portfolio Management secondary concentrations.

Prerequisites for Upper Division BSBA Core Courses

Code	Title	Credits
MKT 3200	BUSINESS COMMUNICATIONS	3
Prerequisites:		
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
CMST 1110	PUBLIC SPEAKING FUNDS	
MKT 3310	PRINCIPLES OF MARKETING	3
Prerequisites:		
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MATH 1220	COLLEGE ALGEBRA	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
MKT 3200	BUSINESS COMMUNICATIONS	

MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
Prerequisites:		
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
MKT 3200	BUSINESS COMMUNICATIONS	
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
Prerequisites:		
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
CMST 1110	PUBLIC SPEAKING FUNDS	
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MKT 3200	BUSINESS COMMUNICATIONS	
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
Prerequisites:		
ACCT 2010	PRINCIPLES OF ACCOUNTING I	
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	
MATH 1320	COLLEGE ALGEBRA	
or MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	
or MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES	
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	
or BSAD 3160	MANAGERIAL STATISTICS FOR BUSINESS	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
Prerequisites:		
ACCT 2020	PRINCIPLES OF ACCOUNTING II	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	
MKT 3200	BUSINESS COMMUNICATIONS	
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
Prerequisites:		
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	
or BSAD 3160	MANAGERIAL STATISTICS FOR BUSINESS	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
Prerequisites:		
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	
MKT 3310	PRINCIPLES OF MARKETING	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	
MKT 3200	BUSINESS COMMUNICATIONS	
Graduating seniors with a 2.5 GPA are given enrollment priority. Must be taken in the graduating semester.		

Students must complete at least six hours of course work beyond the general education Cultural Knowledge requirement with a global perspective. A list of approved International Dimension courses can be found on the student's degree audit.

Students must complete MGMT 4480 their last semester. Students who have not completed FNBK 3250, MKT 3310, MKT 3200 and MGMT 3490 with a C (2.00) or better or who have a GPA below 2.50 will be administratively

withdrawn from MGMT 4480. Preference is given to students who will graduate that semester.

The college reserves the right to institute and make effective, after due notice, during the course of a student's work toward a degree, any new ruling which may be necessary for the general good of the college, and to substitute courses currently offered for those no longer offered.

Each student admitted to the college is responsible for becoming familiar with the procedures and regulations in the undergraduate catalog.

Specific requirements for each CBA concentration are identified in the following section of this catalog.

Credits not required under general education requirements, the required business core curriculum, or a BSBA concentration can be taken as electives in business and/or in non-business areas to complete the required 120 hours for the BSBA degree.

Concentrations Offered

- Accounting Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/college-business-administration-accounting/#concentrationtext>)
- Banking and Financial Markets Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/banking-financial-markets/>)
- Business Analytics Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/business-analytics/>)
- Business Finance Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/business-finance/>)
- Certified Financial Planning Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/certified-financial-planning/>)
- Economics Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/economics/>)
- Entrepreneurship Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/entrepreneurship/>)
- Human Resource Management Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/human-resource-management/>)
- International Business Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/international-business/>)
- Investment Science and Portfolio Management Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/investment-science-portfolio-management/>)
- Logistics & Supply Chain Management Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/supply-chain-management/>)
- Management & Leadership Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/management/>)
- Marketing Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/marketing/>)
- Real Estate and Land Use Economics Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/real-estate-land-use-economics/>)
- Sales Concentration (<http://catalog.unomaha.edu/undergraduate/college-business-administration/college-business-administration-marketing/sales/>)

Program Certificate Offered

- Internal Audit, Fraud, and Control, Certificate (<http://catalog.unomaha.edu/undergraduate/college-business-administration/college-business-administration-accounting/iafc-certificate/>)
- UNO Real Estate Certificate (<http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/uno-real-estate-certificate/>)