Undergraduate Preparation--Common Body of Knowledge

Each student is expected to have satisfactorily completed the following courses or their equivalent at the undergraduate level.

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Semester Credit Hours</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>3</td>
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<tr>
<td>Corporate Finance</td>
<td>3</td>
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<tr>
<td>Economics</td>
<td>3</td>
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<tr>
<td>Law</td>
<td>3</td>
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<tr>
<td>Management</td>
<td>3</td>
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<td>Marketing</td>
<td>3</td>
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<tr>
<td>Statistics</td>
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While each candidate who is accepted in the MBA Program must be responsible for the common body subject matter, reasonable flexibility in the administration of the Program is observed. Each student's background is considered so that a program can be built upon undergraduate work in business, arts and sciences, engineering, and certain other fields. Professionals with extensive business experience are encouraged to remove any deficiencies through institutional examination or CLEP.

MBA Electives consist of any 6 semester credit hours from approved courses offered at the 600-level.

Course Descriptions

**MBA Core**=24 hours (all courses required):

- BUS 608 Financial Administration (3)  
  Prerequisite: CBK accounting or BUS 603. A study of financial decision making in the firm; development of a decision-making framework for determining the most efficient allocation of resources within the firm; emphasis placed on the analysis of capital investment projects, long-term sources of funds and short-term financing problems.

- BUS 620 Managerial Communication (3)  
  Application of principles of communication to the managerial setting. The course investigates the influence of organizational climate, manager's style and use of motivation on the communication process. Communication strategies appropriate to business reports, speeches, interviews, and conferences are explored along with emphasis on managerial problems with employee communication and conflict management. The course includes a focus on methods of analyzing and resolving communication problems.

- BUS 625 Decision Science (3)  
  Prerequisite: CBK statistics or ECO 605. Underlying structure of decision-making problems identified, modeled and analyzed. Topics include sampling methods, regression techniques, time series analysis, forecasting, linear programming, market share analysis, production planning, queue processes, simulation and the use of the computer to solve decision-making problems.

- BUS 652 Management Accounting (3)  
  Prerequisite: CBK accounting. An examination of management uses of accounting data with particular reference to decision-oriented cost classification, methods of cost estimation, data appropriate for decision models, standards and controls, and special problems.

- BUS 656 Marketing Administration (3)  
  Prerequisite: CBK marketing. A study of concepts useful in understanding marketing systems and buyer behavior and developing skills in making marketing decisions. Topics include marketing strategy, decision models, market segmentation, promotional strategy and product management.

- BUS 690 Seminar in Organizational Behavior (3)  
  Prerequisite: CBK management or BUS 604. Examination and analysis of the organization as a social system and the impact of its various components on work attitudes and behavior; topics include the development of organizational structures, organizational effectiveness, decision making and policy formulation, leadership and change.

- BUS 692 Administrative Policy (3)  
  Prerequisite: All CBK courses and/or foundation courses and satisfactory completion of 24 credit hours in the MBA program or approval of the MBA director. Analysis of policy formulation and implementation from a company-wide standpoint; emphasis on integration of knowledge and a company's policies and dynamics across functional areas, both endogenous and exogenous factors that affect company policies; and the role of the firm in society.

- ECO 650 Managerial Economics (3)  
  Prerequisite: CBK economics or ECO 605. The application of microeconomic theory to private and public decision making.

Program of Study

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Admission Criteria

Applicants will be screened and evaluated on a number of factors that evidence high promise of academic achievement.

Each applicant must be approved by the Director of the MBA Program and the Dean of School of Business & Technology Graduate Studies. All of the following factors are considered together in granting admission to the Program.

1. Admission is determined primarily by a combination of upper-division undergraduate grade point average and score on the Graduate Management Admission Test (GMAT). The student should have 1,000 points or more based upon the following formula: 200 times the upper-division GPA (4.00 system) plus the GMAT score or 950 points based on the formula: 200 times the overall GPA plus the GMAT score. Candidates must achieve a minimum GMAT score of 450.

2. Other measures or indicators of high promise that will be reviewed are:
   a. Letters of recommendation
   b. Relevant work and leadership experience
   c. Performance on other testing devices
   d. Rank in graduating class

3. Where the applicant’s undergraduate record is unclear, a written qualifying examination may be required in one or more business disciplines.

4. Any applicant not meeting the above requirements may be accepted by special action on a provisional basis.

If admission to the Program is approved, an applicant will be admitted on a Full Admission or a Temporary Admission basis. Full admission will be given to those applicants who meet the requirements above and have a baccalaureate degree, or an equivalent degree, from an institution with full regional accreditation. An applicant who does not meet the requirements above or who holds a baccalaureate degree from an institution not having full regional accreditation may be admitted on a temporary basis. An applicant admitted on a temporary basis must obtain a 3.0 grade point average in the first twelve hours of business graduate courses or that person will be dropped from the program and denied permission to re-enroll.

Additional Information

For additional information, call 1-800-228-9972 or (402) 375-7587, or write:

Director of the MBA Program
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1111 Main Street
Wayne, NE 68777-1172

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