

Direct Admission for First-Year Students

As a Bloomington Kelley Direct Admit, you will bypass the admissions requirements [current IU students](#) must meet to be accepted into the program. This means you will start working with Kelley academic and career advisors from the first day you arrive. Direct admission is only offered to first-year students who are entering in the fall semester. Students who matriculate in the spring semester, transfer students, and students not intending to major in a Kelley business degree are not eligible for direct admission.

Each year, qualified high school seniors are offered the opportunity to enter the Kelley School as freshmen.

To be eligible for [Direct Admission for First-Year Students](#), students must:

1. Be admitted, as a freshman, to IU Bloomington for the Fall semester.
2. List any business major as the intended major on the IU Bloomington application.
3. Have a minimum composite ACT score of 30 or an SAT score of 1390* (Evidence-Based Reading & Writing and Math)* Additional information about admission to IU can be found [here](#).
4. Earned a cumulative GPA of 3.8 on a 4.0 scale in high school. We will use the highest GPA that is sent to IU Admissions from your official high school transcript. In most cases this is the weighted GPA.
5. All applicants whose native language is not English must demonstrate English language proficiency (see the [Kelley Undergraduate Admission website](#) for details).

*Based on 2017 examination.

Direct Admission offers are sent to students who meet the above criteria approximately one month following admission to IU Bloomington.

Admission

There are a few ways that you can apply and be accepted into the Kelley Undergraduate Program. All of them start with [applying to Indiana University Bloomington](#).

For detailed information about admission to Kelley, please visit one of the pages below:

- Direct Admission for First-Year Students
- Current IU Students
- Transfer Students
- Second Bachelor's Degree

Current IU Students

[Standard Admission](#) to the Kelley School is selective. The Kelley admission courses and requirements you must meet in order to be considered for standard admission to Kelley are below. These apply to both current (spring 2018) students and students applying for a spring 2019 or summer 2019 admission decision:

Admissions Criteria

The Kelley admission courses and requirements you must meet in order to be considered for standard admission to Kelley are below. These apply to both current (spring

2018) students and students applying for a spring 2019 or summer 2019 admission decision:

- Completion of a minimum of 30 hours of college coursework. For most students, this will require two semesters on the IU Bloomington campus. We include the credits from any college-level coursework on your transcript.
- Completion of at least 12-13.5 credit hours from the following courses on the IU Bloomington campus:

List A (choose one)	List B (choose one)	List C (choose two)
<ul style="list-style-type: none"> • BUS-K 201 • BUS-K 303 	<ul style="list-style-type: none"> • ENG-W 131* • BUS-C 104 • BUS-C 204 • BUS-L 201 • BUS-G 202 and BUS-D270 	<ul style="list-style-type: none"> • BUS-A 201 • BUS-A 202 • ECON-E 201 • ECON-E 202 • MATH-M 118* • MATH-M 119* • ECON-E 370* • BUS-A 100 and BUS-G 202

*Equivalent courses for these classes exist on the IU Bloomington campus. See your advisor for more information.

To be automatically admitted to the Kelley School through standard admission, you must:

- Complete 12-13.5 credit hours (4-5 courses) of Kelley admission courses on the IU Bloomington campus (see above)
- Have 30 credit hours of college coursework on the transcript by the end of the semester in which you apply
- Earn grades of A's and B's, with no Ws (withdrawals), in all courses (a grade of B- does not meet this requirement)
- Achieve a 3.5 cumulative IU GPA by the end of the semester in which you apply (GPAs will not be rounded up)
- The admissions committee reviews grades in all courses, not just business courses. Graded courses that are taken pass/fail weaken an applicant's application; the Kelley Admissions Committee will consider any graded course that is taken pass/fail as a grade of B- or lower.
- Demonstrate commitment to your course load. Students with no W's in coursework have stronger applications.

Applications for standard admission are accepted in both the fall and spring semesters. Most students apply during the second semester (spring) of their freshman year and receive notification about their admission in June. Admission decisions are made only after official grades are posted at the end of the application semester.

Visit the [Kelley Admissions website](#) to learn more.

Transfer Students

Transfer students must be admitted to Indiana University and enroll through the University Division for at least the first semester on campus. They are then eligible to apply using Standard Admission. Transfer students are encouraged to apply for Kelley School admission during their first two terms on the IU Bloomington campus.

Transfer students are not guaranteed the availability of needed courses during their first term and it is likely that transfer students will need more than a total of four years in order to complete the degree. Overall, the Kelley School recommends that students transfer as soon as possible so that they prepare for upper level business courses by taking the prerequisites on the IU Bloomington campus. The Kelley Undergraduate Admissions team can assist students in evaluating which courses are best taken at IU Bloomington and which ones are appropriate to take at other schools. The Kelley School does not recommend transferring after the first two semesters of undergraduate work at another institution or school.

Additional information can be found online [here](#).

Second Bachelor's Degree

There are two types of second degrees, concurrent and sequential. A concurrent degree is one earned simultaneously with a first degree. A sequential degree is one earned subsequent to a first degree (earned at IUB or elsewhere).

Students interested in pursuing a concurrent second degree must apply to the Kelley School of Business through the [Standard Admission](#) process. Questions about pursuing a concurrent degree should be directed to bschool@indiana.edu. If you are a currently Kelley student and you want to complete a second, concurrent degree in another school at IU, then you should meet with an academic advisor from that school to learn more.

The Kelley School of Business at IU Bloomington does not offer sequential bachelor's degrees under any circumstance. Students, instead, are encouraged to pursue graduate work in their desired area of business.

Accounting

- **BUS–A 100 Basic Accounting Skills (1 cr.)** BUS-A 100 is an I-Core prerequisite and required of all business majors. Introduces students to the accounting and financial information environment of the firm. Presents information including (1) financial accounting, (2) auditing and assurance, (3) management accounting, and (4) tax accounting. Includes current real-world examples taken from the popular business press. Provides students with the foundation necessary for higher-level accounting courses.
- **BUS–A 200 Foundations of Accounting (Non-majors) (3 cr.)** Only for non-business majors. This course addresses the role of accounting in society and business, with a special emphasis on fundamental concepts and the basic design of accounting systems. For non-business majors who are interested in learning about how accounting affects their lives and businesses. Not open to business majors. No credit toward a degree in business. Credit not given for both A200 and (A201 or A202).
- **BUS–A 201 Introduction to Financial Accounting (3 cr.)** P: BUS-A 100 with a grade of C or higher. A201 is an I-Core prerequisite and required of all business majors. Provides balanced coverage of the mechanics, measurement theory, and economic context of financial accounting. Strikes a balance between a preparer's and a user's orientation, emphasizing that students must understand both how transactions lead to financial statements (preparer's orientation) and how one can infer transactions given a set of financial statements (user's orientation). Relies on current, real-world examples taken from the popular business press. First part of the course introduces students to the financial accounting environment, financial statements, the accounting cycle, and the theoretical framework of accounting measurement. Second part of the course covers the elements of financial statements, emphasizing mechanics, measurement theory, and the economic environment. Credit not given for both A201 and (A205 or A200).
- **BUS–A 202 Introduction to Managerial Accounting (3 cr.)** P: BUS-A 100 with a grade of C or higher. A202 is an I-Core prerequisite and required of all business majors. Concepts and issues associated with the accounting and management of business; particular emphasis is given to understanding the role of accounting in product costing, strategic decisions, costing for quality, cost-justifying investment decisions, and performance evaluation and control of human behavior. Credit not given for both A202 and (A207 or A200).
- **BUS–A 205 Honors Introduction to Financial Accounting (3 cr.)** P: BUS-A 100 with a grade of C or higher, and students must be admitted to the Hutton Honors College or the Business Honors Program. A205 substitutes for A201, an I-Core prerequisite that is required of all business majors. Concepts and issues associated with corporate financial reporting; particular emphasis is placed on understanding the role of financial accounting in the economy, how different accounting methods affect financial statements, and developing a basis for lifelong learning. Credit not given for both A205 and (A201 or A200).
- **BUS–A 207 Honors Introduction to Managerial Accounting (3 cr.)** P: BUS-A 100 with a grade of C or higher, and students must be admitted to the Hutton Honors College or the Business Honors Program. A207 substitutes for A202, an I-Core prerequisite that is required of all business majors. This course is about developing and using measurement systems to support firms' internal decision making. The course shows students how accounting information fits into the dynamics of managing a complex entity and provides students with a conceptual framework for using managerial accounting practices to solve economic problems. Credit not given for both A207 and (A202 or A200).
- **BUS-A 271 Global Business Analysis – Accounting (1.5 cr.)** P: BUS-D 270 with a grade of C or higher. Provides students with an understanding of the major dimensions of global

- accounting, the factors affecting preparers and users of global accounting, and the relative impact of various dimensions on countries, companies, and stakeholders.
- **BUS-A 272- Global Business Immersion – Accounting (3 cr.)** P: BUS-D 270 with a grade of C or higher, additional department consent required. Provides students with an understanding of the major dimensions of global accounting, the factors affecting preparers and users of global accounting, and the relative impact of various dimensions on countries, companies, and stakeholders. Includes an overseas trip to Geneva, Switzerland to visit businesses, governmental, and non-profit organizational to learn first-hand the impact of global accounting.
 - **BUS–A 303 Communication for Accountants (1 cr.)** P: BUS-C 204 or BUS-C 205 with a grade of C or higher; and declaration of the Accounting major. Required for all Accounting majors. Students are introduced to effective written and oral communication skills, specifically for use in an accounting career. The course approach is to view accounting-related interactions (accounting interviews with clients, preparing audit reports, and so on) from a communication perspective. Students may not receive credit for both A303 and BUS (C301 or X301). *This course is taught by the CPCS department.*
 - **BUS–A 310 Management Decisions and Financial Reporting (3 cr.)** P: BUS-A 201 or BUS-A 205 and BUS-A 202 or BUS-A 207, each course with a grade of C or higher. Accounting majors must take A311 and A312 (not A310). Provides students with a thorough understanding of the theoretical foundations underlying financial reporting, the rules used by accountants to measure the effects of business decisions and to report the effects to external parties, the use of judgment in financial reporting, and the transformation of cash flow decisions into accrual-based and cash-based financial statements. Students are expected to develop technical, analytical, and interpretive skills related to economic transactions and accrual-based financial statements. Credit not given for both A310 and (A311 or A312).
 - **BUS–A 311 Intermediate Accounting (3 cr.)** P: BUS-A 201 or BUS-A 205 and BUS-A 202 or BUS-A 207, each course with a grade of C or higher. Provides students with a thorough understanding of the theoretical foundations and mechanics underlying financial reporting. This rigorous course is suitable for students seeking a career in accounting or finance. The course's primary objective is to give students the tools necessary to understand and execute appropriate accounting procedures, with an appreciation of the broader context in which accounting information is produced and utilized. A311 provides an overview of the financial statements and then focuses in more detail on revenue recognition, current assets, long-term assets, and accounting for investments. Credit not given for both A311 and A310.
 - **BUS–A 312 Intermediate Accounting II (3 cr.)** P: BUS-A 311 with a grade of C or higher. Provides students with a thorough understanding of accounting for long-term liabilities and debt investment, stockholders' equity, and preparation of cash flow statements. Course's first objective is to give students the tools necessary to understand and execute appropriate accounting procedures. Course's second objective is to help students understand the process through which accounting standards are determined and to evaluate the outcomes of that process from the perspectives of managers, shareholders, auditors, and others. Students will learn to assess competing accounting theories and methods from multiple perspectives. Credit not given for both A312 and A310.
 - **BUS–A 324 Cost Management (1.5 cr.)** P: BUS-A 201 or BUS-A 205 and BUS-A 202 or BUS-A 207, each course with a grade of C or higher. Accounting majors must take A325 (not A324). Product costing and strategic cost management. Covers several accounting systems and techniques that ascribe costs to products, services, and other activities, and the costing systems' potential effects on business decisions in light of a firm's strategic, technological, and environmental position. Particular emphasis is placed on interpretation of the numbers and analyses generated by various accounting systems. Credit not given for both A324 and A325.
 - **BUS–A 325 Cost Accounting (3 cr.)** P: BUS-A 201 or BUS-A 205 and BUS-A 202 or BUS-A 207, each course with a grade of C or higher. Enables the student to prepare, use, and critically evaluate management accounting information for purposes of strategic decision making, planning and control, product costing, and performance measurement and evaluation. Particular emphasis is placed on interpretation of the numbers and analyses generated by various accounting systems in order to make effective managerial decisions. Credit not given for both A325 and A324.
 - **BUS–A 327 Tax Analysis (1.5 cr.)** P: BUS-A 201 or BUS-A 205 and BUS-A 202 or BUS-A 207, each course with a grade of C or higher. Accounting majors must take A329 (not A327). Provides a business framework for tax planning and decision making. Applications include selection of savings vehicles for individuals, comparison of business entities, compensation tax planning, and international tax planning. Credit not given for both A327 and A329.
 - **BUS–A 329 Taxes and Decision Making (3 cr.)** P: BUS-A 201 or BUS-A 205 and BUS-A 202 or BUS-A 207, each course with a grade of C or higher. Provides a business framework for tax planning and decision making based on discounted, after-tax cash flows. Technical tax topics are covered within the context of the framework. Credit not given for both A329 and A327.
 - **BUS–A 337 Accounting Information Systems (3 cr.)** P: BUS-P 370 or BUS-P 304 with a grade of C or higher. The core of every organization's Information Systems, are accounting applications which record, control, report, and augment decision making. Both the future Accountant or Business Technologist needs to understand the importance and interconnected nature of this software. This course introduces or expands understanding of ERP software as it applies to Modern Accounting

Information systems at an Enterprise level. Topics include: the SDLC, databases, fraud, internal controls (COSO and COBIT frameworks), analytics, reporting, and software project management.

Students typically gain hands-on experience with leading ERP accounting software such as: SAP R/3, NetSuite, or Microsoft Dynamics. Students will draw from lecture, texts, case studies, and team projects. Course content is updated frequently to cover emerging topics and current events in this dynamic field. Taught concurrently with BUS-S 400; Accounting majors should enroll in A337 to meet state CPA educational requirements. Credit not given for both A337 and S400.

- **BUS–A 422 Advanced Financial Accounting I (3 cr.)** P: BUS-A 310 or BUS-A 312 with a grade of C or higher. Generally accepted accounting principles as applied to partnership accounting, business combinations, financial reporting for combined entities, foreign-currency and hedging issues, derivatives, segment reporting and goodwill allocation/impairment. Particular emphasis is given to consolidated financial statements.
- **BUS–A 424 Auditing & Assurance Services (3 cr.)** P: BUS-A 312 with a grade of C or higher. Objectives of course are to provide students with an understanding of: (1) the auditing environment and professional ethics; (2) audit reports and the conditions under which alternatives are used; (3) basic auditing concepts; (4) audit evidence and documentation; (5) analytical reviews; (6) the audit risk model; (7) review and documentation of internal controls; (8) audits of cycles; (9) statistical sampling; and (10) audit objectives and audit procedures for mechanized systems. Emphasis is on the conceptual development of the subject matter, the nature of professional practice, and the technology of auditing.
- **BUS–A 437 Advanced Management Accounting (3 cr.)** P: BUS-A 325 with a grade of C or higher. Objective of course is to provide students with advanced managerial accounting knowledge and skills. Emphasis is on strategic decision making and management control systems. Students will provide case analyses and presentations.
- **BUS–A 440 Applied Professional and Empirical Research in Accounting and Auditing (3 cr.)** P: BUS-A 312 with a grade of C or higher. Students will identify accounting and auditing research issues; access and use authoritative literature, professional databases and support software; develop supportable conclusions and communicate the results of their research in a professional manner. Students will also learn about empirical social-scientific research methods as applied to accounting and auditing topics.
- **BUS–A 455 Topics in Accounting (1-3 cr.)** Variable topic, variable credit course in Accounting.
- **BUS–A 490 Independent Study in Accounting (1–3 cr.)** P: Consent of department chairperson and of instructor. Supervised individual study and research in student's special field of interest. Student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.

Business Economics and Public Policy

- **BUS–G 100 Business in the Information Age (3 cr.)** This course is designed to provide students with an introductory survey of business practices, public policy, and economic information. Major topics include understanding the U.S. economic system, wealth creation, business structures, business ethics, entrepreneurship, key business disciplines, the role of government and the current economic environment both domestic and global.
- **BUS–G 202 Business, Government and Society (2 cr.)** P: ECON-E 201 or ECON-S 201 with a grade of C or higher. G202 is an I-Core prerequisite that is required of all business majors. It is also part of the sophomore Global Foundations Core. This course is intended to make students aware of the broad range of ways in which the non-market environment—especially government policy—affects business, and gain an understanding of the process through which businesses and other special interest groups create and change the rules of the game under which they function. In today's economy, successful business strategy entails more than outmaneuvering rival companies; managers must also devise strategies to cope with the global, non-market forces that confront businesses and other forms of organization. Managers need to understand how public policy is made and how special interest groups, including their own businesses, can affect the policy process. This is true both for the CEO of a multinational corporation dealing with multiple governments and the administrator for a local partnership trying to deal with city officials.
- **BUS-G 271 Global Business Analysis (1.5 cr., 8 wks)** P: BUS-D 270 with a grade of C or higher. Students apply the country analysis skills, learned in BUS-D 270 Global Business Foundations, to a specific country or region. Many Kelley departments offer versions of this course. This means that, while all versions focus on business analysis, each could emphasize a different field of business and/or region of the world.
 - **Sample Topic for G271: An Introduction to European Economic Integration.** For the last twenty years, the European Union (E.U.) has been the most developed model of regional integration. Despite the recent setbacks caused by the Eurozone crisis, the European Union remains a vibrant and evolving economic and political entity. This course offers insights into various aspects of the European Union. The first part of the course provides a brief overview of the origins and evolution of the E.U. and some of its most important institutions. The second part introduces some of the most important micro- and macro-economic policies that continue to shape the integration process. The class requires students to prepare and present a report (using the knowledge acquired in BUS-D270) that focuses on the impact of various common policies on certain businesses or economic sectors.

- **BUS-G 300 Introduction to Managerial Economics and Strategy (3 cr.)** P: ECON-E 201; only open to non-business majors. Managerial Economics is a course which illustrates how economic principles can be applied to making effective and profitable management decisions for a company. Within the course, students also learn how to think strategically and apply the fundamentals of game theory when they are making business decisions. The goal, then, of this course is to expose the student to effective managerial decision-making. For a student interested in any management type position, this course will provide a fundamental basis for further study. Managerial economics is also a course that will serve the student throughout daily life. Not open to business majors. No credit toward a degree in business. Students may not receive credit for both G300 and G304.
- **BUS-G 303 Game Theory for Business Strategy (3 cr.)** P: BUS-G 202 with a grade of C or higher. Game theory, a traditional tool for academic economists, has become increasingly popular in the business world and is an essential tool of economic consultants. A major in Business Economics and Public Policy must have more than a rudimentary knowledge of Game Theory. Managerial decisions are not static and cannot be made in isolation. A manager must take into account and react to the “moves” of rival firms, government, and his or her subordinates and superiors within the company. Game theory is designed for the study of these types of interactions. The ultimate aim of the course is to strengthen your ability to think strategically in business situations, rather than to teach you facts or theories. To achieve this aim, we iterate between theory and practice. We use both formal case studies and real world examples to sharpen our strategic thinking skills.
- **BUS-G 304 Managerial Economics (3 cr.)** P: BUS-G 202 with a grade of C or higher. Only for business majors; non-majors should take G300. The main theme in the course is the application of formal analysis to managerial decisions in a variety of settings. We begin by using optimization theory to analyze the classical supply and demand model of large markets, in which firms make production decisions based on a market price that they cannot affect. Then, we move on to markets with fewer firms, using game-theoretic tools to study managerial decisions in an environment where those decisions impact the market as a whole. Lastly, we consider the firm as a unit, focusing on more advanced pricing strategies and contracting. This latter part of the course relies heavily on recent work in information economics. Credit not given for both G300 and G304.
- **BUS-G 316 Sustainable Enterprise (3 cr.)** P: Sophomore standing required. A sustainable enterprise is defined as any human endeavor with integrity in three interrelated dimensions – environmental, cultural/social, and economic—and whose collective actions meet the needs of the enterprise and its stakeholders today without compromising the ability of future generations to meet their needs. The purpose of this course is to investigate the challenges of implementing sustainability in a variety of contexts and under often divergent perspectives. This course is designed to give students the tools to be able to identify and explain how sustainability creates new opportunities for, and constraints on, enterprise value creation. Students will first focus on short term strategies (low-hanging fruit) that will then create momentum for more long term organizational change for sustainability (game changers).
- **BUS-G 345 Money, Banking, and Capital Markets (3 cr.)** P: ECON-E 201 or ECON-S 201 and ECON-E 202 or ECON-S 202, each course completed with a grade of C or higher. This course is designed to give students a broad introduction to the operation and structure of the U.S. financial system. It provides an analysis of the structure and functions of contemporary financial institutions and markets, together with an analysis of the prices that are determined in these markets. Contemporary macroeconomic and financial developments are emphasized and current phenomena and policy proposals and their implications are discussed.
- **BUS-G 350 Business Econometrics (3 cr.)** P: ECON-E 370 or STAT-S 301 or MATH-M 365, each course completed with a grade of C or higher and an admitted Business student. The objective of the course is to understand various econometric, statistical, and forecasting tools for making informed business decisions. Econometric theories will be studied in order to understand the proper use of various methods in applied work. Computer exercises and applications to the real world problems will be emphasized. Topics include linear regression, binary dependent variable, simultaneous equations models, two-stage least squares, regressions with time series data and panel data methods.
- **BUS-G 400 Capstone in Economic Consulting (3 cr.)** P: BUS-G 304. This capstone course intends to develop or sharpen those skills that are associated with a successful consultant. A good economic consultant must be able to ask the right questions, possess a strong analytical background, and be able to communicate findings and recommendations effectively to his or her client. By analytical background, we mean: familiarity with sound economic thinking; ability to create or use financial, econometric, statistical, or other types of modeling; effective command of spreadsheets, statistical software, and databases. In addition to all of the foregoing, a successful consultant must demonstrate a professional attitude, good judgment, the ability to work well both individually and as part of a team, and the ability to work under pressure without compromising on work quality. The student who takes this course is expected to be highly motivated and have basic diagnostic, analytical, and communication skills. A capstone experience signals a highly interactive structure between faculty and students.
- **BUS-G 406 Business Enterprise and Public Policy (3 cr.)** P: BUS-G 202 with a grade of C or higher. This course is about areas of government regulation that affect business, including Antitrust Laws, Consumer Protection, Natural Monopoly, the Politics of Regulation, and Pollution. A business's

ability to deal with such regulations is often the single most important determination of its profitability.

- **BUS–G 456 Non-Market Risk Consulting (3 cr.) P:** Sophomore standing required. Firms traditionally focus on outcomes: product quality, delivery time, cost and pricing. Less attention has been given to process: environmental impacts, worker conditions and governance. With the reduction in communication and coordination costs non-market players such as activists, legislators and regulators, and society as a whole, have become more effective in pressuring firms to focus on these process issues. Failure to do so leads to non-market risks: boycotts, negative information campaigns, legislation etc., that damages profitability. Non-market risk management is aimed at spotting, mitigating, or eliminating these risks. This course focuses on non-market risk consulting strategies and how they may be aligned with market strategies to drive long-run business value.
- **BUS–G 490 Independent Study in Business Economics and Public Policy (1-3 cr.) P:** Department consent required. Supervised individual study and research in the student's special field of interest. The student proposes the investigation desired and, in conjunction with the instructor, develops the scope of work to be completed. Written report required. In conjunction with the Economic Consulting major, a student may select to work with an economic consulting firm in the summer following the junior year. Upon returning to campus, the student then writes a detailed report on the internship activities. An alternative is for the student to work on an actual consulting job under the guidance of a faculty member.
- **BUS–G 492 Predictive Analytics for Business Strategy (3 cr.) P:** BUS-G 350. In this course, students develop the analytical tools and hands-on experience with data and economic models to optimally utilize information in decision-making, often in the context of economic consulting. We cover data management and descriptive statistics, along with advanced analysis including policy evaluation and endogeneity control. We discuss these topics in the context of classic economic and business questions, and we also discuss several accessible, pertinent research papers to highlight key concepts. In addition, students develop presentation and communication skills, particularly with regard to quantitative outputs, and learn valuable, targeted computer programming skills. Finally, students learn the basics of identification in order to better understand which data is most useful to collect when answering a given empirical question.
- **BUS–G 494 Public Policy and the International Economy (3 cr.) P:** BUS-F 370 or BUS-F 304 with a grade of C or higher. The goal of this class is to help students develop a sound understanding of the basic elements of international trade and finance and the effects of various international economic policies on domestic and world welfare. Topics on international trade will include the potential gains and losses from free trade agreements, the inclusion of labor standard in international trade agreements, globalization and its consequences

on income distribution, and the global business practices within the bounds of anti-corruption laws. International agreements on regional trade liberalization (such as EU and NAFTA) and on multilateral trade liberalization (e.g., WTO) will be highlighted. Topics on international finance will include foreign investment, capital control, balance of trade, debt management, determination of foreign exchange rates, and international monetary system.

Business Law and Ethics

- **BUS–L 100 Personal Law (3 cr.)** Effects of law on everyday lives. Topics may include family law, criminal offenses and traffic violations, personal injury and property damage claims, employee rights, landlord-tenant law, consumer rights, debt collection, selected real and personal property issues, wills and estates, selected contract law issues, and forms of business organization (partnership, proprietorship, and corporation).
- **BUS–L 201 Legal Environment of Business (3 cr.) P:** Sophomore standing. L201 is an I-Core prerequisite that is required of all business majors. Emphasis on understanding the nature of law through examining a few areas of general interest, such as the duty to avoid harming others (torts), the duty to keep promises (contracts), and government regulation of business. Credit not given for both L201 and L293.
- **BUS–L 255 Topics in Business Law & Ethics (1–3 cr.)** Variable topics course dealing with current legal issues and trends in Business Law and Ethics.
- **BUS-L 271 Global Business Analysis (1.5 cr, 8 wks) P:** BUS-D 270 with a grade of C or higher. Students apply the country analysis skills, learned in BUS-D 270 Global Business Foundations, to a specific country or region. Many Kelley departments offer versions of this course. This means that, while all versions focus on business analysis, each could emphasize a different field of business and/or region of the world.
- **BUS-L 272 Global Business Immersion (3 cr, 8 wks plus travel) P:** BUS-D 270 with a grade of C or higher. Students begin this course with eight weeks on campus, studying similar topics as those in Global Business Analysis. In addition, after completing this on-campus work, students spend approximately 10 days – with the class – in the country they have studied. There, they participate in cultural and business site visits while completing their assigned research.
 - **Sample Topic for L272: Business and Human Rights in South Africa** P: D270 with C. Students examine businesses' role in protecting human rights and remedying abuses, and learn to analyze a human rights crisis and recommend a course of action.
- **BUS–L 293 Honors Legal Environment of Business (3 cr.) P:** Sophomore standing or Hutton Honors College freshman and admission to Hutton Honors College or Business Honors program. L293 satisfies the L201 prerequisite for I-Core that is required of all business majors. Emphasis on understanding the nature of law through examining a few areas of general interest, such as the duty

- to avoid harming others (torts), the duty to keep promises (contracts), and government regulation of business. Credit not given for both L293 and L201.
- **BUS-L 302 Sustainability Law & Policy (3 cr.) P:** Sophomore standing required. The primary aim of the course is to provide students with a basic working knowledge of sustainability generally and environmental law and policy in particular, focusing on the United States but put in a global perspective. The course is designed to give students a deeper sense of the important relationship between law, ethics, business, and the natural environment and to encourage them to think critically about how best to manage these relationships. Core course content includes U.S. statutes, regulations, and international treaties dealing with managing waste, air and water pollution, public lands, and global environmental resources. Alternative ways of addressing environmental problems, such as market-based incentives, information disclosure requirements, and voluntary programs will also be considered.
 - **BUS-L 304 Critical Thinking, Decision Making, and Advocacy (1.5) P:** BUS-L 201 or BUS-L 293 with a grade of C or higher. This course will improve students' ability to understand and evaluate their own and others' reasoning, which will develop their capacity to construct, advocate, and defend strong arguments in the business context.
 - **BUS-L 305: Business Planning and Corporate Law (1.5 cr.) P:** BUS-L 201 or BUS-L 293 with a grade of C or higher. This course examines the law governing business organizations--partnerships, corporations, limited liability companies, and others--and the social policy underlying the law. The primary focus is on corporations, including such topics as fundamental corporate transactions and the role, rights, powers and duties of the various corporate actors.
 - **BUS-L 310 Law of Personal Financial Planning (3 cr.) P:** BUS-L 201 or BUS-L 293 with a grade of C or higher. The study of the law related to financial planning, including the rights and duties of owners of personal property and the rights and duties of debtors and creditors affecting the decisions of business managers, accounting professionals, financial and investment executives, and financial planning advisors.
 - **BUS-L 311 Law for Entrepreneurs (3 cr.) P:** BUS-L 201 or BUS-L 293 with a grade of C or higher. Focuses on legal issues affecting new and growing businesses. Topics include choosing a legal form for the business; financing-related legal issues; avoiding employment-related liability; contracts and sales; marketing and intellectual property laws; and legal issues concerning business sales, mergers, acquisitions, and liquidations.
 - **BUS-L 312 The Ethical Responsibilities of Business (3 cr.) P:** BUS-L 201 or BUS-L 293 with a grade of C or higher. This course is designed to help students develop their abilities to identify and address real world ethical dilemmas. The course is case-based, with discussions focusing primarily on ethical situations that confront individuals engaged in business. Topics covered include honesty, privacy, diversity/ discrimination, harassment, free speech, whistle-blowing, intellectual property rights, ethics in finance, ethics in marketing, corporate social responsibility, globalization, and ethics in international business. L312 satisfied the Business Law & Ethics (L375) graduation requirement. Credit not given for both L312 and (L375 or L376).
 - **BUS-L 315 The Business and Law of Entertainment and Sports (3 cr.) P:** BUS-L 201 or BUS-L 293 with a grade of C or higher. L315 explores the legal and practical problems facing executives managing for-profit enterprises in or related to the entertainment and sports industry. Focusing primarily on legal issues, yet necessarily addressing collateral business issues, L315 considers the law affecting the decisions of executives in entertainment companies, including motion picture studios, television broadcasters, and music companies. It also covers the law affecting decisions of executives in sports franchises, leagues, and associations. More importantly, L315 studies the law affecting transactions between businesses with contractual or other relationships with athletes, entertainers, sports franchises, leagues, athletic associations, and entertainment companies, including especially corporate sponsors, manufacturers of licensed apparel, and equipment manufacturers, in addition to owners of stadiums and arenas. The law of intellectual property (including copyright, trademark, and right of publicity), government regulation, labor and employment law, financing alternatives, antitrust, and business ethics are emphasized.
 - **BUS-L 333 Negotiation, Resolving Conflict and Leading Change (3 cr.) P:** Sophomore standing required or Hutton Honors College student or Business Honors student. An exploration of how topics of negotiation, resolving conflict, and leading change can be applied in dynamic and globalized professional environments. Students will become wiser and more thoughtful decision makers; more competent problem solvers; bolder, less risk averse leaders of people; and more effective, persuasive communicators.
 - **BUS-L 355 Topics in Business Law & Ethics (1-3 cr.)** Variable topics course dealing with current legal issues and trends in Business Law and Ethics.
 - **Sample Topic for L355: Law, Ethics & Professional Responsibility in the Financial Markets (3 cr.)** This course is designed to provide a legal foundation for students who are interested in investments and/or plan to pursue careers in the financial markets or corporate finance. Specifically, it is designed to familiarize them with basic principles of law and ethics applicable to (i) the securities markets (including types of securities and their respective attributes, registration and issuance of securities, reporting requirements, and market abuses), (ii) corporate governance, (iii) mergers and acquisitions and other battles for corporate control, (iv) bankruptcy reorganization and liquidation, and (v) trade regulation and antitrust. It also will address the law, ethics, and professional responsibilities of financial advisors.

- **BUS-L 356 Intellectual Property Law & Strategy in a Global Environment (3 cr.)** P: BUS-L 201 or BUS-L 293 with a grade of C or higher. The course introduces students to the concept of intellectual property (trade secrets, patents, copyrights, trademarks), which accounts for more than two-thirds of the value of large U.S. businesses. It explores the basic framework of legal protection for intellectual property under U.S. and international law, as well as free competition and free speech doctrines that limit the protection of intellectual property and define the boundary between fair and unfair competition.
- **BUS-L 360 Topics in Business Ethics (1.5-3 cr.)** P: BUS-L 312 or BUS-L 375 or BUS-L 376. This course provides an in-depth exploration of a particular dimension or issue in business ethics. The focus of the course will vary from semester to semester. Students may repeat BUS-L 360 for credit so long as the topics differ.
- **BUS-L 375 Ethics and the 21st Century Business Leader (2 cr.)** P or C: BUS-L 201 or BUS-L 293 with a grade of C or higher, Junior standing. This course is a graduation requirement for all Kelley majors. The course is designed to enhance students' awareness of the ethical dimensions of business decisions and their ability to make reasoned judgments about them. It provides students with basic tools of ethical reasoning and the opportunity to practice these skills and reflect on their responses to ethical dilemmas. Credit not given for both L375 and (L376 or L312).
- **BUS-L 376 Ethics and the 21st Century Business Leader: Honors (2 cr.)** P or C: BUS-L 201 or BUS-L 293 with a grade of C or higher, admission to the Hutton Honors College or the Business Honors Program, must have Junior standing. L376 substitutes for L375, a graduation requirement for all Kelley majors. The course is designed to enhance students' awareness of the ethical dimensions of business decisions and their ability to make reasoned judgments about them. It provides students with basic tools of ethical reasoning and the opportunity to practice these skills and reflect on their responses to ethical dilemmas. Credit not given for both L376 and (L375 or L312).
- **BUS-L 408 Real Estate Law (3 cr.)** P: BUS-L 201 or BUS-L 293 with a grade of C or higher. Legal problems related to ownership and transfer of real property; attention to landlord-tenant law and the tools of land-use planning (nuisance law, zoning, private restrictions, subdivision control, and eminent domain).
- **BUS-L413 Applied Dispute Resolution (1.5 cr.)** P: BUS-L 304 or BUS-L 305. This Law, Ethics & Decision Making capstone course builds upon the argumentation and persuasion skills and the legal and ethical frameworks gained in previous coursework. Through a series of applied exercises, it develops and hones students' skills in legal research, negotiation, written and oral advocacy, and dispute resolution.
- **BUS-M 429 Legal Aspects of Marketing (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Analysis of statutes, regulations, and legal doctrines applicable to marketing practices. Examination of legal issues encountered by

marketers in dealing with consumers, competitors, and other marketplace participants.

- **BUS-L 455 Topics in Business Law & Ethics (1-3 cr.)** Variable topics course dealing with current legal issues and trends in Business Law and Ethics.
- **BUS-L 490 Independent Study in Business Law (1-3 cr.)** P: Consent of department chairperson and of the instructor. Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.

Finance and Real Estate

Finance

- **BUS-F 228 Introduction to Investment Banking (1.5 cr.)** Elective credit only. This course is designed for freshman and sophomore students and must be taken prior to or concurrently with I-Core if the student has been admitted to the business school. If the student is not enrolled in the business school, then this course is a prerequisite for F428 Investment Banking. This course is designed for those individuals interested in the investment banking business as a career, and for those who wish to familiarize themselves with the concepts, issues and techniques of investment banking. The major component of this course will be to accumulate the skills necessary to accelerate the student's ability to obtain employment and enhance a career in investment banking.
- **BUS-F 260 Personal Finance (3 cr.)** Financial problems encountered in managing individual affairs: family budgeting, installment purchase, insurance, and home ownership. No credit for juniors and seniors in the Kelley School.
- **BUS-F 262 Financial Markets (3 cr.)** P: BUS-K 201, BUS-F 260 and BUS-A 200 or BUS-A 201 or BUS-A 202; not open to Business students. This course provides an overview of financial markets, including stock markets, bond markets, derivative markets, and active management markets. Specifically, it examines portfolio diversification, risk and return, mutual fund performance, market efficiency, bonds, options, and futures. No credit for juniors and seniors in the Kelley School.
- **BUS-F 272 Global Business Immersion (3 cr., 8 wks plus travel)** P: BUS-D 270 with a grade of C or higher, additional department consent required. Students begin this course with eight weeks on campus, studying similar topics as those in Global Business Analysis. In addition, after completing this on-campus work, students spend approximately 10 days – with the class – in the country they have studied. There, they participate in cultural and business site visits while completing their assigned research.
- **BUS-F 300 Introduction to Financial Management (3 cr.)** P: BUS-A 200 or BUS-A 302 or BUS-A 205, or BUS-A 202 or BUS-A 207, not open to Business students, only for non-business majors. Broad survey of finance for non-Kelley School students. Topics include the determinants of interest rates and the time value of money; the sources

- and uses of financial information; the structure, role, and regulation of financial markets; monetary policy; the pricing of risk in financial markets; goals of investors; and how firms manage their financial affairs, including planning, budgeting, and decision making. Not open to business majors. No credit toward a degree in business. Credit not given for both F300 and (F370, F304, or F301).
- **BUS–F 303 Intermediate Investments (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Part of the finance major core. Rigorous treatment of the core concepts of investments for finance majors. Covers portfolio optimization; examines the pricing of equity, fixed income, and derivatives; and analyzes the degree of market efficiency. Makes extensive use of spreadsheet modeling to implement financial models. Serves as a foundation for all 400-level finance electives. Minimum grade of C- required to proceed to 400-level electives.
 - **BUS–F 304 Financial Management: Honors (3 cr.)** P: Business Honors student; completion of all I-Core prerequisites, must have Junior standing. C: BUS-J 304, BUS-M 304, BUS-P 304, and BUS-I 304. Part of Honors I-Core; qualified students enroll in BUS-BE 304. Broad survey of finance for all honors business students. Provides a conceptual framework for a firm's investment, financing, and dividend decisions; includes working capital management, capital budgeting, and capital structure strategies. Credit not given for both F304 and (F370 or F301 or F300).
 - **BUS–F 305 Intermediate Corporate Finance (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Part of the finance major core. Rigorous treatment of the core concepts of corporate finance for finance majors. Covers capital budgeting, the valuation of firms, and capital structure and payout policies. Makes extensive use of spreadsheet modeling to implement financial models. Serves as a foundation for all 400-level finance electives. Minimum grade of C- required to proceed to 400-level electives.
 - **BUS–F 307 Working Capital Management (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Emphasizes the set of decisions and problems that financial managers face in determining short-term financial policy, financial diagnostics, and operations of the company. Major topics include identifying working capital elements and their relationships to company operations, financial analysis, cash forecasting, banking relations, cash-flow systems, and short-term investment and borrowing strategies.
 - **BUS–F 317 Venture Capital and Entrepreneurial Finance (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Covers the private equity and private debt markets that service smaller entrepreneurial firms. Specific topics include: (1) the financial contracting associated with the provision of external finance to a small informationally opaque firm, (2) angel finance and the formal venture capital market, (3) commercial banks and commercial finance companies, and (4) the financial issues associated with a leveraged buyout.
 - **BUS–F 335 Security Trading and Market Making (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Theory and practice of securities trading at exchanges around the world; how trading and the design of markets affect liquidity, informativeness, transparency, volatility, and fairness. Analyzes alternative trading strategies and the cost of trading. Examines innovations in security exchanges and regulatory policy, and provides hands-on trading experience using realistic trading simulations.
 - **BUS-F 355 Topics in Finance (1-3 cr.)** Variable topic, variable credit course in Finance.
 - **BUS-F 365 Personal Financial Planning (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. General course oriented towards theory and application of personal financial planning topics, with focus on the process of accumulating and protecting wealth, towards the goal of obtaining financial independence. Time value of money exercises and money management tools are utilized. Other topics examined include personal insurance issues, investments, in private and public securities, retirement planning, and estate planning.
 - **BUS-F 369 Insurance, Risk Management, and Retirement Planning (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Studies principles of insurance, risk management, and retirement planning as they apply to personal financial planning. Students will develop the knowledge and skills necessary to formulate financial plans to help individuals and families address needs in these areas.
 - **BUS–F 370 Integrated Business Core—Finance Component (3 cr.)** P: Completion of all I-Core prerequisites; must have Junior standing. C: BUS-M 370, BUS-P 370, BUS-Z 370, and BUS-T 375. Students enroll using BUS-BE 375. Cross-functional survey of business management. The finance component provides an introduction into basic principles and perspectives of financial thought. Covered topics include the time value of money, risk and return, interest rates and debt risk, capital budgeting, security pricing, and portfolio concepts. Includes a cross-functional case done in teams. Students may not receive credit for both F370 and (F304 or F301 or F300).
 - **BUS–F 402 Corporate Financial Strategy and Governance (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. Advanced treatment of corporate financial management. Covers all major areas of corporate financial decisions: capital budgeting, dividends, capital structure, cash-flow projections, mergers, and acquisitions.
 - **BUS–F419 Behavioral Finance (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. How human psychology influences the decisions of investors, markets, and managers. Learn how to avoid systematic investment errors, critically evaluate evidence of apparent anomalies in financial markets, and how to escape decision traps that afflict corporate managers.
 - **BUS–F 420 Equity and Fixed Income Investments (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. A detailed examination of the management of equity and fixed income

- investments. Covers analysis of individual securities, formation of these securities into portfolios, and use of derivative securities to modify the return/risk profiles of more traditional stock and bond portfolios.
- **BUS-F 421 Derivative Securities and Corporate Risk Management (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. Advanced treatment of options, futures, and other derivative securities. Detailed description of the entire spectrum of derivative products. Theoretical and numerical valuation of derivative securities. How corporate risk managers use derivatives to hedge exchange rate risk, interest rate risk, commodity risk, credit risk, etc.
 - **BUS-F 424 Private Wealth Management (3 cr.)** P: BUS-F 303 and BUS-F 305 with a grade of C- or higher. This course develops the framework and analytics necessary for the practice of private wealth management. Topics include portfolio management, asset allocation, fund management and analysis, building client relationships, detecting fraud and conflicts of interest.
 - **BUS-F 428 Workshops in Finance I (1.5 cr.)** P: Department consent required. This course first introduces students to the history and structure of the investment banking industry. The remainder of the semester is spent developing the skills necessary to fill the basic responsibility that a summer intern faces at an investment banking firm. Specifically, these are spreadsheet skills focusing on pro-forma statement preparation of new issues and pro-forma statements of merged firms. In addition, students are introduced to tax implications of mergers and the due diligence requirements in assessing new issues. No credit toward finance major requirements.
 - **BUS-F 429 Investment Banking II (1.5 cr.)** P: Department consent required. This course continues the development of students' spreadsheet skills and their knowledge base of deal structures. There is an emphasis on developing presentation and writing skills. The major part of the course involves the students developing a complete oral and written presentation of a deal: a merger, a new issue, a complex refinancing, a solution to a complex hedging problem, or a portfolio structure for a wealthy client. No credit toward finance major requirements.
 - **BUS-F 446 Banking and Financial Intermediation (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. The main topics are: (1) the economic role of financial intermediaries, with an emphasis on commercial banks; (2) the evolution of markets in which banks and other financial intermediaries operate; and (3) the regulation of commercial banks and other financial institutions.
 - **BUS-F 455 Topics in Finance (1-3 cr.)** Variable topic, variable credit course in Finance.
 - **BUS-F 490 Independent Study in Finance (1-3 cr.)** P: Consent of department chairperson and of instructor. Supervised individual study and research in student's special field of interest. The student proposes the investigation desired and, in conjunction with the instructor, develops the scope of work to be completed. Comprehensive written report required.

- **BUS-F 494 International Finance (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. Covers the international dimension of both investments and corporate finance. Develops strategies for investing internationally, including hedging exchange rate risk, adjusting to client preferences and home currencies, evaluating performance, estimating a corporation's exposure to real exchange rate risk, strategies to hedge risk or to dynamically adjust to shocks, and reasons for a corporation to hedge. Also covers international capital budgeting, multinational transfer pricing, and international cash management.

Real Estate

- **BUS-R 300 Principles of Real Estate (3 cr.)** P: Sophomore standing required, not open to Business students. For students who plan to take only one course in the area of real estate. Topics include real estate law, brokerage, property management, appraising, mortgage finance, and investment analysis. No credit for juniors or seniors in the Kelley School.
- **BUS-R 305 Introduction to Real Estate Analysis (3 cr.)** P: ECON-E 201 or ECON-S 201 with a grade of C or higher, only open to current Business students. Designed for students who may intend to take additional real estate courses. Topics include real estate law, brokerage, property management, appraising, mortgage finance, and investment analysis. Emphasis is placed on the analytical techniques applicable to real estate.
- **BUS-R 440 Real Estate Appraisals (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher, and R305. Offered in fall semester only. This course provides an understanding of the theory and techniques of income property valuation. It covers the material required by the Appraisal Foundation for general appraiser certification as well as material that is included in more advanced courses that prepare students for an appraisal designation.
- **BUS-R 443 Real Estate Finance and Investment Analysis (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher, and R305. Offered in spring semester only. Case studies in effective techniques of real estate analysis by managers of business firms or real estate specialists. Selection, development, financing, and investment analysis of commercial, industrial, and residential real estate.
- **BUS-R 490 Independent Study in Real Estate and Land Economics (1-3 cr.)** P: Consent of department chairperson and of instructor. Supervised individual study and research in student's special field of interest. The student proposes the investigation desired and, in conjunction with the instructor, develops the scope of work to be completed. Comprehensive written report required.

Management & Entrepreneurship International Business

- **BUS-D 270 The Global Business Environment (1.5 cr., 8 wks)** P: Sophomore standing. This course is part of the sophomore Global Foundations Core and an I-Core prerequisite. The objective

of this course is to familiarize students with the environments facing managers and corporations who are operating in the global economy. Thus, participants should acquire awareness of, and an appreciation for, the diversity and complexity of the global environment. More specifically, the successful completion of this course should enable participants to understand and analyze how global forces shape corporate strategy. This course should be of interest to all business students; as citizens, consumers, workers, and as future business leaders they must take account of domestic and global dimensions when making decisions.

- **BUS–D 271 Global Business Analysis (1.5 cr., 8 wks)** P: BUS-D 270 with a grade of C or higher. Students apply the country analysis skills, learned in BUS-D 270 Global Business Foundations, to a specific country or region. Many Kelley departments offer versions of this course. This means that, while all versions focus on business analysis, each could emphasize a different field of business and/or region of the world.
 - Sample Topics for D271: Identifying Optimal Markets for Global Growth; Doing Business in Latin America; Doing Business in China; Prioritizing/Enhancing Global Expansion; Developing Economics-Africa; Dubai: People Side of Global Business; Doing Business in Europe; Doing Business in Indo-Pacific Region
- **BUS–D 272 Global Business Immersion (3 cr., 8 wks plus travel)** P: BUS-D 270 with a grade of C or higher; additional department consent required. Students begin this course with eight weeks on campus, studying similar topics as those in Global Business Analysis. In addition, after completing this on-campus work, students spend approximately 10 days – with the class – in the country they have studied. There, they participate in cultural and business site visits while completing their assigned research
 - Sample Topics for D272: Doing Business In Peru; Global Business Immersion: Social Entrepreneurship and Economic Development in Costa Rica
- **BUS–D 311 Global Management (3 cr.)** P: BUS-? 271 or BUS-? 272 with a grade of C or higher. This course focuses on the management of multinational firms and the role of the global manager. Students are placed in the role of the decision-makers responsible for solving the myriad of practical problems resulting from a globalized and highly interconnected business environment.
- **BUS–D 312 Building Managerial Cross Cultural Competencies (3 cr.)** P: BUS-? 271 or BUS-? 272 with a grade of C or higher. This course focuses on the development of global leadership skills. It will help students to: understand the major trends affecting work; have a sense of cultural diversity and the interconnectedness of the world; foster effective communication; build teams quickly across multiple cultural environments; proactively manage their career progress.
- **BUS–D 490 Independent Study in International Business (1-3 cr.)** P: Consent of department

chairperson and of instructor. Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.

- **BUS–D 496 Foreign Study in Business (2-6 cr.)** P: Consent of department chairperson and of instructor. Work in, or visits to, business firms; discussions with business executives and government officials. Prior background reading, orientation work, and approval of project required. Two credit hours for each three weeks of foreign residence. This course is typically earned through a Kelley International Program abroad.

Management

- **BUS–J 304 Honors Integrated Business Core—Strategic Management (3 cr.)** P: Business Honors student; completion of all I-Core prerequisites, must have Junior standing. C: F304, M304, P304, and I304. Part of Honors I-Core; qualified students enroll in BUS-BE 304 at time of registration. A cross-functional survey of business management. This course is concerned with the roles and tasks of firm's top managers (i.e., strategic decision makers). Designed to provide an appreciation for the total firm perspective and the means by which firms create and sustain competitive advantage in today's increasingly challenging and complex business environment (domestic and global). Strategic management of the firm involves diagnosing the firm's current situation and developing realistic solutions to the strategic and organizational problems that confront top managers. A desired outcome of this course is an enhanced appreciation for the complexities of managing a formal organization. The primary objective is to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm's situation. Credit not given for both J304 and (J370 or J375)
- **BUS–J 306 Strategic Management and Leadership (3 cr.)** P: Junior standing; for non-business majors. Concerned with the roles and tasks of a firm's top managers. This course is designed to provide an appreciation for the total firm perspective, the role of the general manager, and the means by which firms create and sustain competitive advantage. Strategic management of a firm involves diagnosing the firm's current competitive situation and effectively responding to complex, real-world organizational problems. This course focuses on multiple organizational contexts, spanning a range from the entrepreneurial firm to the large, established organization. No credit toward a degree in business. Credits not given for both J306 and (J375, J304, Z302, or Z304).
- **BUS–J 375 Strategic Management (3 cr.)** P: BUS-Z 370 with a grade of C or higher. A cross-functional survey of business management. This course is concerned with the roles and tasks of firm's top managers (i.e., strategic decision makers). Designed to provide an appreciation for the total firm perspective and the means

by which firms create and sustain competitive advantage in today's increasingly challenging and complex business environment (domestic and global). Strategic management of the firm involves diagnosing the firm's current situation and developing realistic solutions to the strategic and organizational problems that confront top managers. A desired outcome of this course is an enhanced appreciation for the complexities of managing a formal organization. The primary objective is to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm's situation. Credit not given for both J375 and (J370, J304, or J306).

- **BUS–J 411 Analysis of Business Decisions (1.5 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. This course adds to the knowledge and skills gained in the strategy management course, J375. It explores various strategic modes, concepts, and frameworks essential in analyzing complex, business problems. Students will learn how to use external and internal analyses as inputs into the strategic formulation and implementation processes. J411/J420 - register for this pair of classes using BUS-BE 411.
- **BUS–J 420 Advanced Case Analysis and Effective Consulting Presentations (1.5 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. This course builds on students' prior and contemporaneous exposure to strategic tools and concepts (e.g., J375 or J411), with particular focus on developing skills in strategic analysis, teamwork, and presentation. Students will augment their knowledge base through in-class lecture/discussion and apply this knowledge through case discussions and team-based presentations. J411/J420 - register for this pair of classes using BUS-BE 411.
- **BUS–J 490 Independent Study in Policy (1–3 cr.)** P: Consent of department chairperson and instructor. Supervised study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.
- **BUS–X 100 Introduction to Business (3 cr.)** IUB GenEd S&H. Business dynamics from the standpoint of a leader of a business firm operating in the contemporary economic, political, and social environment. No credit for juniors or seniors in the Kelley School.
- **BUS-X 170 How Business Works (3 cr.)** P: Open to first-year, Kelley School Direct Admits Only. This course will focus on three elements of importance. It will address real and contemporary business organizations/products/issues; it is decision-oriented rather than just a descriptive course; and, the course will emphasize integration and how the various functions of business relate to one another.
- **BUS–X 333 Managing Business Functions (3 cr.)** P: Open to juniors in the Liberal Arts and Management Program only. Offering a variety of real-world and simulated projects that wrestle with the complex opportunities and problems facing business managers in a variety of settings, this course emphasizes the development of strategic focus and decision-making skills under conditions of ambiguity, change, and uncertainty. No credit toward a degree in business.
- **BUS–X 403 The Consulting Industry (1.5 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher, additional department consent required. Note that this course is an exclusive class for Consulting Workshop students. This course is designed to familiarize the student with the consulting industry. That includes providing a framework for distinguishing among consulting firms and affording the student opportunities to compare and contrast consulting firms.
- **BUS–X 404 Structured Thinking & Interpersonal Aspects of Consulting (1.5 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher, additional department consent required. Note that this course is an exclusive class for Consulting Workshop students. This course focuses on building student skill in two areas: (i) the structured thinking that underlies management consulting, and (ii) the interpersonal skills that are important to success in the field. Specific topics covered include working with clients, change management, consulting in a cross-cultural environment, and ethics in consulting.
- **BUS-X 418 Life Science Global Events and Trends (1.5 cr.)** P: Department consent required. This course is part of a 2 course program leading to a Certificate in the Business of Life Sciences. For more information on the certificate program, please visit the [program website](#). The course exposes students to a variety of trends driving change within the life sciences industry. Topics to be reviewed include increasing worldwide cost pressures, shifts in population demographics, regulatory compliance and approvals, privacy and data protection, emerging market opportunities and ethical issues currently being faced. Discussions will include how different companies are responding to these trends. The course is organized by George Telthorst and taught by guest speaker who are subject matter experts drawn from different parts of the industry. In addition to looking at "the big picture," student teams will work on a "real world" project focusing on at least one specific part of the value chain. The course grade will be based on attendance, class participation and the team project.
- **BUS-X 419 The Life Sciences Industry from Research to Patient (1.5 cr.)** P: Department consent required. This course is part of a 2 course program leading to a Certificate in the Business of Life Sciences. For more information on the certificate program, please visit the [program website](#). The course introduces students to the different parts of the life sciences industry and highlights some of the challenges and opportunities currently being faced. Sections of the industry included are basic science, medical devices, pharmaceuticals/generic/biologics, distributors, health care providers, insurers, contract services and specialized suppliers. The business of life sciences is made more successful when those involved in the industry recognize and understand the value added at each stage. A Kelley student interested in a life science career will benefit from a deeper understanding of how the whole value chain/network functions. The course is organized by George

Telthorst and taught by guest speakers who are subject matter experts drawn from different parts of the industry. In addition to looking at “the big picture”, student teams will work on a “real world” project focusing on at least one specific part of the value chain. The course grade will be based on attendance, class participation and the team project.

- **BUS–Z 302 Managing & Behavior in Organizations (3 cr.)** P: Junior standing. Integration of behavior and organizational theories. Application of concepts and theories toward improving individual, group, and organizational performance. Builds from a behavioral foundation toward an understanding of managerial processes. For non-majors. Credit not given for both Z302 and (Z370 or Z304).
- **BUS–Z 304 Managing & Behavior in Organizations: Honors (3 cr.)** P: Junior standing. Integration of behavior and organizational theories. Application of concepts and theories toward improving individual, group, and organizational performance. Builds from a behavioral foundation toward an understanding of managerial processes. Credit not given for both Z304 and (Z370 or Z302).
- **BUS–Z 340 Introduction to Human Resources (3 cr.)** P: Sophomore standing and admission to the Kelley School of Business. Covers the nature of human resource development and utilization in American society and organizations; government programs and policies, labor force statistics, organizational personnel department, personnel planning, forecasting, selection, training, development, and integration of government and organizational human resource programs.
- **BUS–Z 370 Integrated Business Core—Leadership.** P: Completion of all I-Core prerequisites, must have Junior standing. C: F370, M370, P370, and T375. Students enroll using BUS-BE 375. Cross-functional survey of business management. The first part of the class introduces the concept of employees as a human resource and theories of how leaders can combine the personalities, knowledge, skills, and abilities of individual workers to achieve the firm’s goals. Then, students learn principles of peer-to-peer feedback and tools to analyze team effectiveness. With instructor guidance, they practice peer coaching and explore strategies for creating a culture conducive to the coaching and development of both individuals and teams. Finally, students focus on leadership in the environment of an organization, learning ways in which performance management systems shape behavior. By the end of the class, they will be able to: diagnose sources of conflict and prescribe/enact behaviors to resolve it; analyze and develop influence strategies within an organizational context; and implement strategies through which individuals and groups can attain innovative and creative outcomes. Students may not receive credit for both Z370 and (Z302 or Z304).
- **BUS–Z 404 Effective Negotiations (3 cr.)** P: BUS-Z 370 or BUS-Z 304 with a grade of C or higher. Provides exposure to the concepts of negotiations in both the national and international environments, including negotiation strategies and tactics, influence, third-party intervention, audience

effects, nonverbal communication, and ethical and cultural aspects. Case studies, simulations, and guest speakers are used throughout the course.

- **BUS–Z 447 Leadership, Teamwork, and Diversity (3 cr.)** P: BUS-Z 370 or BUS-Z 304 with a grade of C or higher. In this course, students develop a “tool kit” of leadership behaviors to use in a variety of situations when those working with and/or for them need to be motivated toward a common good, particularly when that work involves the use of teams made up of diverse individuals.
- **BUS–Z 490 Independent Student in Personnel Management and Organizational Behavior (1–3 cr.)** P: Consent of department chairperson and of the instructor. Supervised individual study and research in student’s special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.
- **BUS–Z 494 Herman B Wells Seminar in Leadership (3 cr.)** P: BUS-Z 302 or BUS-Z 304, must be a Business Honors student. Topics may include leadership, globalization, and e-commerce.

Entrepreneurship

- **BUS–W 212 Exploring Entrepreneurship (3 cr.)** This course provides a survey of the basic concepts of starting a business. The course covers the personal origins for motivation for entrepreneurship and the skills, knowledge, and abilities of the entrepreneur. The course includes guests who have successfully started their own businesses and who speak with students about their experiences. The course concludes with students assessing their own potential and developing an idea for a new business.
- **BUS–W 232 Venture Ideas (1.5 cr.)** P: Admission to the Kelley School of Business and sophomore standing. This is an experiential course that explores the student’s creativity and skills to generate business ideas and concepts. Once ideas are developed, the class works on strengthening the ideas and concepts and developing these into prospects for start-ups. Finally, a venture screening filter is introduced and the field is narrowed to high potential businesses. An Idea Competition may be held within this course. W232/W233 – register for this pair of classes using BUS-BE232.
- **BUS–W 233 Venture Models (1.5 cr.)** P: BUS-W 232. A venture model is the story of a new business. This course explores various business models for new ventures and covers entry modes and franchise systems. Ideas developed, strengthened, and filtered from Venture Ideas are used to design model businesses and alternative modes of entry are examined. A Best Business Model competition may be held within this course. W232/W233 – register for this pair of classes using BUS-BE232.
- **BUS–W 300 New Venture Management (3 cr.)** P: must have Sophomore standing, only open to non-business majors. This course provides an exploration into the fundamentals of effective small business management. Covers such diverse activities as management, marketing, finance, and

operations. Topics such as growth, advertising, financial analysis, budgeting, purchasing, inventory management, and financial control are also covered. Explore some of the special issues facing small business owners and managers: technology, crime, risk management, family business, ethics, and the global marketplace. No credit toward a degree in business.

- **BUS-W 313 New Venture Planning (3 cr.)** P: BUS-W 212 and BUS-W 233, open to Business students only. This course focuses on the research, planning, and strategies that are key parts in the process of creating a new venture. The outcome for this class should be a complete business plan ready for outside review. Plans may be entered in the Johnson Center for Entrepreneurship & Innovation (JCEI) business plan competition.
- **BUS-W 406 Venture Growth Management (3 cr.)** P: BUS-W 212 and BUS-W 233, open to Business students only. For students interested in a growth-oriented business. Covers such areas as negotiation, acquisition, ethics and succession.
- **BUS-W 409 Practicum in Entrepreneurship (3 cr.)** P: BUS-W 313 and permission of the department required. This course works on real world problems and issues of entrepreneurs. Projects are generated from the Johnson Center for Entrepreneurship & Innovation (JCEI) and other sources and students are assigned to work on these projects “as if” they were either consultants to the business or actual entrepreneurs.
- **BUS-W 420 Corporate Venturing (3 cr.)** P: BUS-W 212 and BUS-W 233, open to Business students only. This course takes the corporate perspective on entrepreneurship and examines the issues and challenges of starting a venture within an existing organization.
- **BUS-W 430 Organizations and Organizational Change (3 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. Analysis and development of organization design and change in order to increase organizational effectiveness.
- **BUS-W 490 Independent Study in Business Administration (1–3 cr.)** P: Department consent required. Supervised individual study and research in student’s special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.
- **BUS-M 272 Global Analysis--Marketing (3 cr.)** P: BUS-D 270 with a grade of C or higher, additional department consent required. The Global Business Immersion course includes international travel. It extends the knowledge gained in Global Business Environment, D270 and concentrates directly on the management of multinational firms.
- **BUS-M 300 Introduction to Marketing (3 cr.)** P: BUS-A 200 or BUS-A 201, or BUS-A 205 or BUS-A 202 or BUS-A 207, not open to Business students; only for non-business majors. Offered for students pursuing a minor in business while majoring in a non-business major on campus, including apparel merchandising and interior design, journalism, telecommunications, or sports marketing and management. Examination of the market economy and marketing institutions in the United States. Decision making and planning from the manager’s point of view and impact of marketing actions from consumer’s point of view. Not open to business majors. No credit toward a degree in business. Students may not receive credit for both BUS-M 300 and (M370 or M304 or M301).
- **BUS-M 303 Marketing Research (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Focuses on the role of research in marketing decision making. Topics include defining research objectives, syndicated and secondary data sources of marketing information, exploratory research methods, survey research design, observational research techniques, experimental design, sampling procedures, data collection and analysis, and communicating research findings.
- **BUS-M 304 Honors Marketing Management (3 cr.)** P: Completion of all I-Core prerequisites, must have Junior standing and admission to the Business Honors Program. C: F304, P304, Z304, and I304. Part of Honors I-Core; students are administratively enrolled. Examines marketing concepts, strategic planning, marketing research, and information systems. Covers consumer and organizational buying behavior, forecasting sales, and market segmentation and position. Also focuses on new product development process; product lines and brands; pricing strategies; distribution-channel management; advertising; personal selling; and organizing, evaluating, and controlling marketing. Students may not receive credit for both BUS-M 304 and (M370 or M301 or M300).
- **BUS-M 306 Global Sales Workshop I (1.5 cr.)** P or Co: BUS-M 330 or BUS-M 426, additional department consent required. Global Sales Workshop I is an interactive and intensive education program designed for students with a strong desire to pursue a career in sales. The primary focus will be on advanced development of the skills necessary to be successful in a professional selling position.
- **BUS-M 311 Introduction to Marketing Communications (3 cr.)** P: BUS-M 300, only open to non-business majors. This course is designed to introduce non-business majors to the field of advertising and promotion. Focuses on examining the factors impacting consumers’ receptivity to marketing messages and purchase behavior. Developing competitive marketing strategies, persuasive messages, and appropriate media

Marketing

- **BUS-M 255 Topics in Marketing—Marketing in our World Today (3 cr.)** P: Admission to the Kelley School and sophomore standing. This course provides an introduction to the field of marketing and a discussion of key marketing decisions, including market segmentation, branding and brand differentiation, pricing, product management, promotion, channel selection and customer service. It also focuses on recent trends in marketing, including online marketing, buzz marketing, and CRM. The course is open to Kelley sophomores and above. Note that M255 counts as an elective toward the marketing degree, but only if taken before I-Core.

- vehicles for delivering them are covered. Emphasis on practical application of these concepts through course-long development and presentation of an Integrated Marketing Communications Plan. Not open to business majors. No credit toward a degree in business.
- **BUS–M 312 Retail Marketing Management (3 cr.)** P: BUS-M 300, only open to non-business majors. This course is designed specifically for the non-business major interested in retailing. The course objective is to critically analyze the marketing processes and strategic decisions made by major retail firms directly or indirectly associated with the retailing industry. The course examines business challenges related to driving shareholder value through merchandising practices, inventory management, advertising and promotional techniques, and multichannel opportunities. Not open to business majors. No credit toward a degree in business.
 - **BUS–M 330 Consultative Selling (3 cr.)** P: Admission to Kelley and sophomore standing. This course is designed to provide insights into the sales and consulting professions by examining the role of persuasive communication and customer relationship management behaviors, principles, strategies, and actions. It will provide students an opportunity to plan, practice, and review those verbal behaviors associated with sales call success in order to persuade others to think differently regarding ideas, opinions, products, and services.
 - **BUS–M 344 Creativity and Communication (3 cr.)** P: BUS-C 104 or BUS-C 106 and BUS-C 204 or BUS-C 205, each course with a grade of C or higher. Develops various creativity and communication skills necessary for marketing careers. Topics include models of and barriers to creativity and various techniques for stimulating personal and professional creative skills. In addition, interpersonal, professional, visual design, and computer skills are developed. Sample assignments include producing various marketing materials, such as brochures, advertisements, and elaborate communication packages. In-class activities and examples stimulate interest through hands-on experience. Unique concluding activities require students to integrate skills acquired into one final project and/or presentation.
 - **BUS–M 346 Analysis of Marketing Data (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Develops skills needed to manage, evaluate, analyze, and display marketing data. Topics include data coding, data analysis using statistical software, attitude measurement and scaling, graphic display of data, data-driven market segmentation, and competitor analysis. Database topics include nature and sources of scanner data, micro-merchandising systems, CRM systems, and analysis tools for databases.
 - **BUS–M 349 Retail Workshop (3 cr.)** P: Department consent required. Designed to foster transference of knowledge into competencies required for successful entry into corporate retailing, solidify retail practice fundamentals, and gain exposure to retailing challenges and opportunities.
 - **BUS-M 355 Topics in Marketing (1-3 cr.)** Variable topic, variable credit course in Marketing. Sample topics:
 - **Personal Selling and Sales Management (3 cr.)** P: M300. This course introduces students to the basic principles of selling and sales management. The focus is on preparation for a potential career in sales, covering individual selling skills as well as sales management concepts. Students will be expected to use both the reading materials and the class lectures/discussion to think creatively as they study a wide range of sales concepts and techniques. (Open to non-business majors only).
 - **BUS-M 360 Sales for Social Impact (3 cr.)** P: Must be a Business student, Sophomore standing and department consent required. Students will be engaged in a multi-discipline, multi-country collaboration to develop sustainable solutions and business models for challenging global social issues. These solutions will involve the delivery of a product or service that addresses the needs of individuals in local communities for a better, healthier life. The solutions will be detailed in a business plan, which will be the final product of the course. The students will travel to the country for which the business plan is being developed in order to better understand the needs of the market, and the local infra-structure. This travel will take place over Spring Break. This class is open to seniors, juniors and sophomores, by application. Refer to Kelley Undergraduate Study Abroad Programs.
 - **BUS–M 370 Integrated Business Core—Marketing Component (3 cr.)** P: Completion of all I-Core prerequisites, must have Junior standing. C: F370, P370, Z370, and T375. Students enroll using BUS-BE 375. Cross-functional survey of business management. The marketing component covers marketing planning and decision making examined from firm and consumer points of view. Topics include the marketing concept and its company-wide implications, the integration of marketing with other functions, and the role that product, price, promotion, and distribution play in marketing strategy and implementation. Includes a cross-functional case done in teams. Students may not receive credit for both M370 and (M304 or M301 or M300).
 - **BUS–M 401 International Marketing (3 cr.)** P: BUS-M 303. This course is designed to enhance student understanding and appreciation of the importance and relevance of international marketing in today's global economy. This course focuses on marketing in emerging markets and teams will focus on either India or China. Every student will have substantial learning about marketing in China as this is the largest emerging nation and provides substantial examples. The instructor has spent time with students in China to enhance courses.
 - **BUS-M 405 Consumer Behavior (3 cr.)** P: current Business student and Sophomore standing. This course provides a detailed understanding of how marketers create value for customers, what motivates shoppers to buy, how consumers process

- information and make decisions, persuasion techniques, cross-cultural influences on consumer behavior, and the impact of sustainable business practices on consumer choice.
- **BUS-M 406 Global Sales Workshop II (1.5 cr.)** P or Co: BUS-M 330 and BUS-M 426, department consent required. Global Sales Workshop II is an interactive and intensive education program designed for students with a strong desire to pursue a career in sales. The primary focus will be on advanced development of the skills necessary to be successful in a professional selling position. This course is a continuation of M306.
 - **BUS-M 407 Business-to-Business Marketing (3 cr.)** P: BUS-M 303 and senior standing for business majors; BUS-M 300 for non-business majors. This course focuses on the unique techniques required to successfully market products and services to an organizational buyer rather than individual consumers or households. Organizational customers can include "for profit" businesses, governmental bodies and "not-for-profit" institutions. The major components of the course include: organizational buyer behavior, designing and managing profitable distribution channels, value based pricing, negotiation strategies, integrated marketing communication tactics and sales resource management.
 - **BUS-M 414 Retail Analytics (1.5 cr.)** P: BUS-M 303. As retail corporate partners have grown the digital side of their business relative to the traditional brick and mortar component, an unmet need has developed for entry-level college graduates with a more than basic understanding of ecommerce and evolving strategic opportunities within retail. Retail Analytics offers students a single course focused on retail marketing strategy that incorporates key areas of retail strategy in brand, product and inventory merchandising and planning. This course is not designed to cover digital analytics.
 - **BUS-M 415 Advertising & Integrated Marketing Communications (IMC) (3 cr.)** P: BUS-M 303. Basic advertising and sales/promotion concepts. The design, management, and integration of a firm's promotional strategy. Public policy aspects and the role of advertising in marketing communications in different cultures.
 - **BUS-M 419 Retail Strategy (3 cr.)** P: BUS-M 303. The course objective is to critically analyze the key marketing processes and strategic decisions made by major retail companies within the U.S. retailing industry. The course examines business challenges and opportunities related to driving and sustaining retailer's shareholder value. Topics include financial requirements for publicly held retail firms, sustaining store-as-brand identity, developing and refining merchandising plans, pricing tactics, in-store execution, and customer's experience management.
 - **BUS-M 422 New Product Management (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Understand the general domain of new products opportunities, understand the value of open innovation and be able to identify ways to implement different open innovation approaches, learn tools to generate new product ideas and design products concepts, understand the factors that affect the adoption and diffusion of new products and how this varies for radical products, learn how to estimate/forecast demand for a new product concept, and develop a new product launch strategy.
 - **BUS-M 426 Sales Management (3 cr.)** P or C: BUS-M 370 or BUS-M 304 with a grade of C or higher. Students will engage in an interactive exploration of the strategic and tactical issues important to managing a professional sales organization. Key topics will include organizing a sales force, recruiting, training, compensation, motivation, forecasting, territory design, evaluation, and control. Lectures and case studies.
 - **BUS-M 428 Customer Relationship Management and Digital Analytics (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Course is designed to meet the increasing demands from the industry and recruiters for the application of quantitative and analytical skills to support sophisticated marketing decision making. Content of this course is based on cutting-edge research in optimization and interactive marketing to study customer relationship management (CRM) and digital analytics.
 - **BUS-M 429 Legal Aspects of Marketing (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Analysis of statutes, regulations, and law doctrines applicable to marketing practices. Examination of legal issues encountered by marketers in dealing with consumers, competitors, and other marketplace participants.
 - **BUS-M 431 Brand Management (1.5 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Brand management is a central function in many consumer firms. This course will provide an overview of brand management and its role in fostering growth within firms. We will develop the notion that brands are assets that need to be developed and nurtured to fulfill the organization's financial goals. While the value of brands has been informally acknowledged for many years, brand management frameworks are relatively new. We will use various frameworks and tools to examine how to assess a brand's value and how to leverage this value in various brand decisions. This course will help students: Develop a framework for structuring brand management decisions; Be able to use different approaches to assessing brand equity; Know how to leverage brand assets through extensions, co-branding and other methods, and assess the impact of these actions; and Understand the concept of brand architecture and be able to explain the conditions under which one type of architecture is more appropriate than another.
 - **BUS-M 432 Digital Marketing (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. From social networks to consumer content and mobile applications, marketing in the digital age is markedly different than in the past. Students in this course will get hands on experience with many of today's cutting edge social and digital marketing tools, learn to critique and create digital marketing strategies, and participate in exploratory assignments to test out the theories that make these tools work. Students will read about the functional theories related to

social media including network theory, game theory, and collective intelligence and will then engage in experiencing these theories in action first hand, building to a campaign of their own design. This course includes a full survey of digital marketing approaches from email to augmented reality with an emphasis on matching technology to specific marketing goals. Students in the course must be willing to create accounts on various social media tools.

- **BUS-M 436 Advanced Professional Sales Practicum (3 cr.)** P or C: BUS-M 330 and department consent required. Advanced Topics in Professional Sales is an interactive and intensive education course designed for students pursuing a major in professional sales. The primary objective is to refine skills in the individual and team consultative sales process. Topics covered include the sales process, social selling styles, marketing math, team selling, technology in sales, and other contemporary sales issues. Additionally, students are required to participate in the Kelley intra sales competition.
- **BUS-M 450 Marketing Strategy (3 cr.)** P: BUS-M 303 and BUS-M 344 and BUS-M 346, must have Senior standing. Focuses on marketing's role in gaining a sustainable competitive advantage. Emphasis is on the application of key concepts through the use of case studies and/or computer game simulation.
- **BUS-M 455 Topics in Marketing (1-3 cr.)** —Variable topic, variable credit course in Marketing. Sample topics:
 - **CRM and Digital Analytics (3 cr.)** P: M370 or M304
 - **Consumer Research Practicum (1.5 cr.)** P: M405 recommended but not required. A successful marketing strategy must be built around an accurate understanding of consumers and consumer behavior, but this understanding can be hard to develop. Experimental research, the gold standard of data collection and knowledge acquisition, is often underutilized or misunderstood by firms. This Consumer Behavior Research Practicum is designed to be an interactive, intensive exploration of how to conduct experimental research in a consumer context. Students will learn how to think through and develop research ideas, create research materials like survey instruments and scenarios, and analyze and describe their findings after data collection. At the end the course, students will be equipped to critically evaluate and conduct consumer behavior research in the future, whether in academia or industry.
 - **Pricing (1.5 cr.)** P: I-Core and declaration of marketing major. Pricing is a fundamental component of the marketing function in an organization. Firms must gain value from customers for the products and services provided to them. The pricing course will provide you with concepts and practical, easy-to-use tools to help you set prices for new products and services and modify prices for existing solutions. The course will employ actual pricing data from firms along with cases

and articles from the business press to help you generate solutions to real pricing problems experienced by firms. The course will also integrate pricing with the other elements of the marketing mix to show how a coordinated solution is necessary for success in the marketplace.

- **BUS-M 490 Independent Study in Marketing (1-3 cr.)** P: Department consent required. Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.

Operations and Decision Technologies

Information Systems and Technology Management

- **BUS-K 303 Technology and Business Analysis (3 cr.)** P: BUS-K 201 or BUS-K 204 with a grade of C or higher. An introduction to the ways that technology enables and empowers business decision making. In this introductory analytics course you will learn how companies apply technology tools to prepare, analyze, model and display the information used to manage their business. You will apply these same techniques using spreadsheet modeling and other tools. Credit not given for both K303 and (K304 or X201 or X202).
- **BUS-K 304 Honors (3 cr.)** P: BUS-K 201 or BUS-K 204 with a grade of C or higher and admission to the Hutton Honors College or the Business Honors Program. This course provides an introduction to the decision making process, including both the relevant thought processes and the analytical decision-making tools used by companies to solve a variety of problems. Credit not given for both K304 and (K303 or X201 or X202).
- **BUS-K 315 Business Process Management (3 cr.)** P: BUS-K 303 or BUS-K 304 (honors) with a grade of C or higher. This course serves as an introduction to Business Process Management (BPM). BPM is the discipline of modeling, automating, managing and optimizing a business process, through its lifecycle, to reach a business goal. In particular, the focus is on enabling technologies of Enterprise Application Integration (EAI) and workflow. The sub-topic of automating introduces students to the numerous XML languages, such as BPML and BPEL, associated with business process management systems. Techniques in process measurement such as 6# and process simulation are also covered.
- **BUS-K 327 Deterministic Models in Operations Research (3 cr.)** P: BUS-K303 or BUS-K 304 with a grade of C or higher. This course provides a strong focus on thinking skills used to enhance the business decision making process. The class process will include breaking down a problem to its core, assembling a plan of action, and then implementing that plan with analytical tools. Analytic analysis is not simply about the quantitative methods; rather, it must have the qualitative component to be effective – you must be able to

properly define the problem. K327 delivers a strong emphasis on both components. The qualitative component includes critical thinking, troubleshooting, problem solving, decision making, teamwork and collaboration and process flow. The quantitative component emphasizes analytics. In this class, we will use Excel as the technology of choice to convert data into information. Data analysis topics include data manipulation, retrieval and calculation. An additional component of the class will be modeling the decision making process with flow charts and Excel form controls. Class examples will be derived from actual business cases and analysis.

- **BUS-K 353 Business Analytics & Modeling (3cr.)** P: BUS-K303 or BUS-K304 with a grade of C or higher. Compared to traditional statistics, which often provide hindsight, the field of predictive analytics seeks to find patterns and classifications that look toward the future. By finding patterns previously not seen, predictive analytics not only provides a more complete understanding of data but also is the basis for models that predict, thus, enabling managers to make better decisions. This course is an introduction to data mining and predictive analytics. Topics include the use of learning algorithms to find patterns of relationships between data elements in large and noisy data sets, which can lead to actions that accrue organizational benefits.
- **BUS-K 480 Professional Practice in Decision Sciences (3-6 cr.)** Work experience in cooperating firm or agencies. Comprehensive written report.
- **BUS-K 490 Independent Study in Decision Sciences (1-3 cr.)** Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Consent of instructor and written report required.
- **BUS-S 302 Management Information Systems (3 cr.)** P: BUS-K303 or BUS-K304 with a C or higher. This course is an overview of information systems (IS) within a business context—from information technology (IT) operations to strategy. The focus is on two broad areas; how organizations should manage their IT functions and how IT enables business processes. Some of the topics covered include: enterprise architecture, IT management frameworks, technology case analysis, emerging technologies, IT implementation processes, and enterprise systems
- **BUS-S 305 Technology Infrastructure (3 cr.)** P: BUS-K303 or BUS-K304 with a grade of C or higher. Introduces students to a wide range of telecommunications technologies, including local area networks, wide area networks, and the Internet, as well as to the uses of these technologies in the organization.
- **BUS-S 307 Data Management (3 cr.)** P: BUS-K303 or BUS-K304 with a grade of C or better. The course is designed to improve the understanding of – and develop skills in – the design and implementation of business databases using database management systems (DBMS). Emphasis is on the practical aspects of database design and development. Topics include conceptual design of database systems using the entity-relationship (ER) model, logical design and normalization, physical design, and the relational database model with SQL as a language for creating and manipulating database objects. There is a significant hands-on use of DBMS technology and its use in systems design and implementation.
- **BUS-S 308 Business Application Development (3 cr.)** P: (BUS-K 303 or BUS-K 304) and BUS-S 302 all with a grade of C or higher. Students are introduced to the concepts of programming and software development. A modern programming language such as Visual Basic.Net or C++ is used to illustrate the concepts. Weekly lecture content is supplemented with lab sessions that provide a hands-on exposition of various programming language constructs and software development strategies. Foundational concepts in object-orientation are also introduced.
- **BUS-S 310 Systems Analysis and Project Management (3 cr.)** P: (BUS-K 303 or BUS-K 304) and BUS-S 302 all with a grade of C or higher. Analysis of an organization and the subsequent design of solutions to meet business requirements are at the heart of the information systems field. This course follows a structured process called the systems development life cycle that companies use to identify and solve business problems. Alternative methodologies are also covered. Students learn tools and techniques for conducting projects, including: how to gather system requirements; how to construct models of business processes using data flow diagrams; and how to implement a new solution. While S310 emphasizes the system analyst role, all business students can benefit from the ability to analyze the processes, data, and computer systems that they will encounter in their work. This knowledge will also benefit them when working with the system analyst to define strategic business solutions.
- **BUS-S 326 Web and Social Media Analytics (3 cr.)** P: BUS-K303 or BUS-K304 with a grade of C or better. This course explores issues related to social media and digital business. Useful tools for leveraging network resources and operating business in a networked world will be introduced. This is a hands-on class where students analyze large data sets and have real life experience of social network analysis, sentiment analysis, web analytics, and so on.
- **BUS-S 375 Introduction to Technology Consulting (1.5)** Department permission required. This course offers a comprehensive overview of technology topics and trends combined with work on practical exercises that will help students to analyze business cases and present solutions in a professional manner. The course is offered as an intensive seminar comprised of videos, lectures and targeted coaching to get you ready for interviews.
- **BUS-S 400 Integration of Systems and the Business (3 cr.)** P: I-Core with a grade of C or better. The core of every organization's Information Systems, are accounting applications which record, control, report, and augment decision making. Both the future Accountant or Business Technologist needs to understand the importance

and interconnected nature of this software. This course introduces or expands understanding of ERP software as it applies to Modern Accounting Information systems at an Enterprise level. Topics include: the SDLC, databases, fraud, internal controls (COSO and COBIT frameworks), analytics, reporting, and software project management.

Students typically gain hands-on experience with leading ERP accounting software such as: SAP R/3, NetSuite, or Microsoft Dynamics. Students will draw from lecture, texts, case studies, and team projects. Course content is updated frequently to cover emerging topics and current events in this dynamic field. Taught concurrently with BUS-A 337; ODT majors may use either course.

- **BUS-S 428 Advanced Application Development (3 cr.)** P: I-Core and BUS-S 302 and BUS-S 308 all with grades of C or better. Introduces students to advanced concepts of programming relevant to the development of business applications. The emphasis will be on the concepts of object-orientation. A modern programming language such as Java will be used to illustrate the programming concepts. UML will be used to illustrate the design concepts.
- **BUS-S 433 Information Systems Security (3 cr.)** P: I-Core and BUS-S302 with a grade of C or better. This course is designed to be an introduction to the field of information security. Students will learn about 1) telecommunications and network security, 2) applications security, 3) data security, 4) server and client security, 5) access control and identity management, 6) threats, vulnerabilities and controls, 7) security testing and 8) organizational security policies and procedures. The focus of the course will be on protecting information.
- **BUS-S 475 Technology Consulting Essentials (1.5 cr.)** Department permission required. The objective of this course is to prepare students for careers in technology consulting. Not only is technology consulting one of the largest knowledge industries in the world, it one of the most challenging. The process of merging business consulting with technology for an external client is one of the most challenging and rewarding professions you can choose. Technology consultants are highly sought after and compensated, but technology consulting is not for everyone. The course will present the inner workings of the technology consulting industry. Our primary learning objectives are to better understand the basics of the industry such as size, players, dynamics and history; how firms organize and manage activities and strategies; and the lifecycle of a technology consulting engagement. Other topics include selling and proposing technology consulting services, the ethical dilemmas one encounters in technology consulting, and tips for your success in consulting.

Supply Chain Management and Operations Management

- **BUS-P 255 Topics in Operations and Decision Technologies (1-3 cr.)** Variable topic, variable credit course in Operations and Decision Technologies. The purpose of this course number is to provide a course number for an experimental course. The

specific variable title is only expected to be used for one term. Sample topic:

- **Business Operations Consulting Workshop (1.5 cr)** P: Application and admission to the workshop. Experiences include face time with over six different industry leaders, as well as introduction and expansion on operations consulting frameworks and real life cases. Parallel to that track, students also receive career definition and guidance, interview practice, and presentation refinement
- **BUS-P 256 Business in a Flat World (3 cr.)** P: Permission of the Department. Above class is offered to Direct Admit Freshman in the second 8 weeks of the Spring semester, which is followed by a required trip to India in late July/August. In view of greater global integration in economic, technological, political, and ecological spheres, it is increasingly important to understand businesses in the "flat" world. This course focuses on global interdependence and concentrates on socio-political background as well as the business and its institutional context in India, an emerging economy
- **BUS-P 271: Global Business Analysis (1.5 cr)** P: D-270 with a grade of C or higher. Students apply the country analysis skills, learned in BUS-D 270 Global Business Foundations, to a specific country or region. Many Kelley departments offer versions of this course. This means that, while all versions focus on business analysis, each could emphasize a different field of business and/or region of the world. Sample Topic:
 - **Supply Chain Management:** Introduces students to concepts around the global sourcing of services, specifically IT Outsourcing. Most Fortune 1000 companies use Global Sourcing as an operational strategy to become and/or remain 'better, faster, or cheaper.' Common business processes (known as Business Process Outsourcing or "BPO"), include manufacturing, data processing, call centers, HR/resourcing (known as Resource Process Outsourcing or "RPO"), finance/accounting, and IT (known as IT Outsourcing or "ITO"). The IT research firm Gartner recently predicted that through 2015, IT hiring in major Western markets will come predominantly from Asian-headquartered companies enjoying double-digit growth. Global Sourcing is a fundamental subset of Globalization -- It is here to stay.
- **BUS-P 272 Global Business Immersion (3 cr, 8 wks plus travel)** P: D270 with a grade of C or higher. Students begin this course with eight weeks on campus, studying similar topics as those in Global Business Analysis. In addition, after completing this on-campus work, students spend approximately 10 days – with the class – in the country they have studied. There, they participate in cultural and business site visits while completing their assigned research. Sample topic:
 - **Infrastructure Challenges in China:** Students will examine the infrastructure challenges of a country where high-tech global innovators work side-by-side with industries benefiting from

inexpensive labor operating manual production processes.

- **BUS-P 300 Introduction to Operations Management (3 cr.)** P: A200 or A201 or A202. Only for non-business majors. The operations function is concerned with the activity associated with the production of goods and services. Provides an overview of operating decisions and practices in both manufacturing- and service-oriented firms. While no attempt is made to cover any particular area in depth, standard terms and concepts required to communicate effectively with operating personnel are introduced. No credit toward a degree in business. Students may not receive credit for both P300 and (P370, P304, or P301).
- **BUS-P 304 Operations Management: Honors (3 cr.)** P: Business Honors student; completion of all I-Core prerequisites and must have Junior standing. C: M304, P304, Z304, T375. Part of Honors I-Core; students are administratively enrolled. This class is part of the honors integrative core, along with F304, M304, and J304. A survey of operations and supply chain management (OSCM), this course involves the design, planning, execution, and control of the processes which deliver the products of a firm. Topics include inventory management, demand forecasting, aggregate productions planning, shop scheduling, project management, quality control, and layout and process design. The primary focus for integration is a case problem at the end of the semester. Students may not receive credit for both P304 and (P370 or P301 or P300).
- **BUS-P 316 Sustainable Operations (3cr.)** We study business sustainability from an operations perspective, and its toolkits. Tools and topics include lean, take-back legislation, environmental management systems and ISO 14001, green buildings and LEED, life cycle assessment, carbon footprint, remanufacturing, recycling, reuse, leasing and servitization, design for environment, ecolabels and sustainability in the supply chain.
- **BUS-P 320 Supply Chain Management: Global Sourcing (3 cr.)** P: BUS-K303 or BUS-K304 with a grade of C or higher. As many firms move from a Make-to-Buy sourcing strategy, this course examines the critical role of the Procurement function within the organization. The objective is to provide students with a fundamental understanding of the purchasing/sourcing function, key issues and developments in purchasing and supply management within the context of SCM, and to identify ways that purchasing can make a positive contribution to the competitiveness of the firm. The course examines the purchase process in firms and our personal lives. Topics include an intro to the field/role in SCM; developing global sourcing strategies using commodity/channel/category management; make-or-buy decisions; supplier identification and selection; contract and pricing practices; negotiation; spend analytics including value analysis for services; lean plant evaluation; contract performance monitoring; traditional verse collaborative supplier development; cross-functional relationship management, and ethics.
- **BUS-P 355 Topics in Operations and Decision Technologies (1-3 cr.)** Variable topic, variable credit course in Operations and Decision Technologies. The purpose of this course number is to provide a course number for an experimental course. The specific variable title is only expected to be used for one term.
- **BUS-P 356 Lean Six Sigma (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. Introduce undergraduate business students to the Lean Six Sigma methodology and related statistical tools at the green belt level of competency, and to equip those students to become significant contributors on lean six sigma projects in the future.
- **BUS-P 370 Integrated Business Core—Operations Component (3 cr.)** P: Completion of all I-Core prerequisites and Junior standing. C: M370, P370, Z370, and T375. Students enroll using BUS-BE 375. Cross-functional survey of business management. This course examines the processes of organizations that are used to transform the resources employed by a firm into products or services desire by customers. This includes the processes that move product and information through the various stages of the organization. The emphasis is on the cross-functional nature of the topic within the organization. Topics include sourcing; Inventory management; Demand forecasting; Aggregate production planning; Logistics; Project management; Six sigma quality; and Layout and process design. Includes a cross-functional case done in teams. Students may not receive credit for both P370 and (P304 or P301 or P300).
- **BUS-P 421 Supply Chain Management (3 cr.)** P: BUS-P 370 or BUS-P 304 with a grade of C C or higher. This course focuses on the strategic design of supply chains with a particular focus on understanding customer value. Supply chain strategy examines how companies can use the supply chain to gain a competitive advantage. Students develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics. The course approaches supply chain management from a managerial perspective and introduces concepts in a format useful for management decision making including using case analysis, team-based learning and business presentations. Topics include: Supply chain mapping; Supply chains and new products; Customer relationship management; Sustainability and SCM; Performance metrics; Collaboration; Customer service; and Supply chain risk management.
- **BUS-P 429 Operations Processes (3 cr.)** P: BUS-P 370 or BUS-P 304 with a grade of C or higher. This course focuses on the study of the processes by which products are created and delivered to customers. The course emphasizes the process flow method using three measures of process achievement: throughput (the rate of product delivery), flowtime (the time it takes to deliver that product), and inventory. Computational analysis using simulation is emphasized. Since changes are usually done within the context of a project, skills in the management of projects are

also developed in the course. Value chain and lean management concepts related to reductions in process variability, time, and waste will be emphasized in the course. Topics include: Little's Law; the uses of inventory; the importance of time-based competition; Bottleneck analysis; Process design principles; Static process analysis; Value chain analysis; Process variability and quality; and managing the change process.

- **BUS-P 431 Supply Chain Management: Logistics and Distribution (3 cr.)** P: BUS-P370 or BUS-P 304 with a grade of C or higher. This course is designed to equip students with a comprehensive understanding of the logistics function within a world economy. SCM coordinates both information and material. Logistics is the combination of transport, storage and control of material from the raw material supplier, through all facilities, to the end customer and includes the collection of returns and recyclable material. The course encompasses both the qualitative and quantitative aspect of logistics management. It describes existing logistical practices in a global economy and examines ways and means to apply logistics principles to achieve competitive advantage. Topics include: Transportation modes; Carrier selection; Transportation costing; Developing lean logistics strategies that integrate services; Design and management of the warehouse/distribution network; Transportation planning and execution (domestic and international); IT systems in logistics including RFID; Material handling and packaging systems; and Reverse logistics.
- **BUS-P 455 Topics in Operations and Decisions Technologies (1-3 cr.):** Variable topic, variable credit course in Operations and Decision Technologies. The purpose of this course number is to provide a course number for an experimental course. The specific variable title is only expected to be used for one term.
- **BUS-P 481 Supply Chain Planning and Analytics (3 cr.)** P: BUS-P 370 or BUS-P 304 with a grade of C or higher. This course focuses on planning tools for managing demand and supply in a supply chain. A fundamental concern for many supply chain managers is to maintain sufficient levels of inventory so that customer demand can be met in a timely fashion. To achieve this goal, supply chain managers lead or participate in several activities that span a wide spectrum from demand planning to production planning. This course introduces models and tools to assist managerial decision-making in the context of such activities. The course puts emphasis on building quantitative models and analyzing those models through spreadsheets.

Courses

The courses listed in this bulletin represent the Kelley School's complete undergraduate offerings at the time of publication.

- The number of credit hours given in a course is indicated in parentheses following the course title.
 - The abbreviation "P" refers to the course prerequisite or prerequisites; the abbreviation "C" refers to the course co-requisite or co-requisites.
 - Some of the courses listed are offered infrequently. Students are advised to check with the schedule of classes published by the Registrar or the corresponding academic department for availability.
- ## Communication, Professional, & Computer Skills
- ### Communication Skills
- **BUS-C 104 Business Presentations (3 cr.)** P: Successful completion of all SLST courses for International students, based on the performance on the IAET. Students are introduced to oral communication in business contexts. The course focus is on theory-based skill development that will enable students to deliver audience-centered messages, work in teams, and analyze and develop oral arguments. Students may not receive credit for both BUS-C 104 and (X104, C106, or X106). NOTE: Students, who are required to take SLST-T 101 courses, must complete those courses before taking BUS-C 104.
 - **BUS-C 106 Business Presentations: Honors (3 cr.)** P: Students must be admitted to the Hutton Honors College or the Business Honors Program; successful completion of all SLST courses for International students based on performance on the IAET. Students are introduced to oral communication in business contexts. The course focus is on theory-based skill development that will enable students to deliver audience-centered messages, work in teams, and analyze and develop oral arguments. Students are given an additional opportunity to engage in a social or political communication exercise. Students cannot receive credit for both C106 and (X106, C104 or X104). NOTE: Students, who are required to take SLST-T 101 courses, must complete those courses before taking C106.
 - **BUS-C 204 Business Communication (3 cr.)** P: ENG-W 131 or ENG-W 170 or CMLT-C 110 all with a grade of C or better and sophomore or higher standing; successful completion of SLST courses for International students based on performance on the IAET. Business Communication prepares each student to write strategic, effective, and ethical messages and to collaborate in global business environments. Students learn to: apply the complex communication process model to specific contexts; construct and critically analyze arguments; write clear, concise, and audience-centered business documents; collaborate within team environments to deliver effective messages. C204 satisfies the criteria for the Shared Goal of Intensive Writing in the Indiana University General Education curriculum. Students may not receive credit for both C204 and (X204, C205, or X205). NOTE: Students, who are required to take SLST-T 101 courses, must complete those courses before taking C204.
 - **BUS-C 205 Business Communication: Honors (3 cr.)** P: ENG-W 131 or ENG-W 170 or CMLT-C 110 with a grade of C or higher; Business Honors or Hutton Honors College student; Sophomore standing; successful completion of all

SLST courses for International students based on performance on the IAET. The overall goal of this course is to develop an awareness of the complexity involved in the communication process in order to communicate effectively both verbally (orally and in writing) and nonverbally in a business setting. The C205 capstone experience is participation in a team case competition. C205 satisfies the criteria for the Shared Goal of Intensive Writing in the Indiana University General Education curriculum. Students may not receive credit for both C205 and (X205, C204, or X204). NOTE: Students, who are required to take SLST-T 101 courses, must complete those courses before taking C205.

- **BUS-C 271 Global Business Analysis - Business Communications (1.5 cr.)** P: BUS-D 270 with grade of C or higher. C271 extends the knowledge gained in D270, Global Business Environment. This class concentrates directly on the management of multinational firms. Students are placed in the role of the decision-makers responsible for solving the myriad of practical problems resulting from a globalized and highly interconnected business environment. Sample topics:
 - **BUS-C 271 Doing Business in Germany:** P: BUS-D 270 with a grade of C or higher. Doing Business in Germany explores the answer to the critical question: Why is Germany the current economic powerhouse of Europe? Supported by interesting videos and articles, students will explore Germany's economic strength, its family-run manufacturing companies, its dual system of education and apprenticeships, the unique culture of its people, its recent reunification and influx of refugees, and its leadership within the EU.
 - **BUS-C 271 Cuba:** P: BUS-D 270 with a grade of C or higher. The goal of the Global Foundations Core is to introduce strategies to analyze and interpret the economic, social, political, legal, cultural, and technological influences that drive the global economy. The Business of Cuba course offers an academic global experience in which students learn about industry and business issues relevant to Cuba. The course will focus on a specific business question/s of the transitioning economic landscape in Cuba. The course is designed to be a research-based, focused, hands-on learning experience. Students will learn about Cuba's economy, businesses, history, politics, and culture to approach the central learning question.
- **BUS-C 272 Global Business Immersion - Business Communications (3 cr.)** P: BUS-D 270 with grade of C or higher, additional department consent required. The Global Business Immersion course includes international travel. It extends the knowledge gained in Global Business Environment, D270 and concentrates directly on the management of multinational firms. Sample topics:
 - Business Culture in Cuba
 - Business Culture in Germany
 - Business Culture in Greece

- Business Culture in Thailand

- **BUS-A 303 Communication for Accountants (1 cr.)** P: BUS-C 204 or BUS-C 205 with a grade of C or higher; must be a declared Accounting major. Course is required for all Accounting majors. Students are introduced to effective written and oral communication skills, specifically for use in an accounting career. The course approach is to view accounting-related interactions (accounting interviews with clients, preparing audit reports, and so on) from a communication perspective. Students may not receive credit for both BUS-A 303 and (BUS-C301 or X301).

Note: International students whose first semester at IU Bloomington is Fall 2013 or later are required to take SLST-T courses as a result of performance on the Indiana English Proficiency exam (IEPE) or the Indiana Academic English Test (IAET). Students must pass all components of the required SLST-T courses prior to enrolling in a Business Communication Course (BUS-C 104, 106, 204, and 205).

Professional Skills

- **BUS-T 175 Kelley Compass I: The Individual (1.5 cr.)** Students learn to identify and present themselves to others through: reviewing interest and skills inventories; analyzing their cultural and ethical influences; reframing their life experiences to date; reflecting on their values and priorities; and preparing skills/activities resumes. Students discover what is possible and what they want by: attending major-focused presentations outside of class; identifying concepts of success; interviewing professionals; evaluating their values and priorities in college organizations; setting personal and professional goals; and considering the academic paths available at Kelley and IUB.
- **BUS-T 275 Kelley Compass II: The Team (1.5 cr.)** P: BUS-T 175 with a grade of C or higher and sophomore standing or higher. Working with people from diverse backgrounds in local and virtual teams, students learn to: manage first impressions; create effective teams; manage conflicting ethics in teams; organize and lead meetings; prepare for (and debrief) mock interviews; research and produce a product in a team; and practice appropriate business etiquette at a luncheon.
- **BUS-T 375 Kelley Compass III: The Business Professional (1 cr.)** P: BUS-T 275 with a grade of C or higher; must have Junior standing or higher. Students will continue in the student talent management system by, learning to carry out objectives in face-to-face team meetings as well as virtual meetings. In addition, students will continue to fine-tune resumes to fit their increased awareness of personal goals and improve interview strategies to secure positions with companies with similar goals and values.

Professional Skills: required for Kelley Living Learning Center students

- **BUS-T 134 Kelley LLC Community Development (1 cr.)** P: KLLC students only. The Kelley LLC Community Development Seminar is a discussion-

based graduate student-led course that gives first-year students an opportunity to set personal, academic and professional goals while gaining the confidence and interpersonal skills necessary to connect with peers, professors and business professionals. It supports the Kelley LLC's aim to accelerate students' transitions from being high school seniors to becoming informed, engaged emerging business professionals. This course focuses directly on tying together three aspects of a student's development (personal, academic, and professional) under the guidance of a caring, focused, and accomplished graduate student instructor.

- **BUS-T 144 Kelley LLC Hot Topics (1 cr.) P:** KLLC member and BUS-T 134. Provides students the opportunity to explore the connection between some outside interest and business. It supports the Kelley LLC's mission to engage young students in creative thinking and encourages students to explore their interests. The course is offered in the spring semester after students have completed Kelley LLC Community Development, T134.

Computer Skills

- **BUS-K 160 Introduction to Modeling Business Problems (3 cr.)** Provides students with a foundational introduction to framing, modeling, and solving business problems in Microsoft Office. The course will emphasize basic file management skills, internet research, resource utilization, computer concepts, a solid foundation in business application of Microsoft Excel, and introductory Microsoft Office skills for Access, Word, and PowerPoint.
- **BUS-K 201 The Computer in Business (3 cr.)** BUS-K 201 is an I-Core prerequisite that is required of all business majors. Students must enroll in both the lecture and the lab. It provides an introduction to the role of computers and other information technologies in business. It provides instruction in both functional and conceptual computer literacy. Conceptual computer literacy is the focus of the weekly lecture. After introducing the basic concepts of computer use, these lectures devote special attention to current technological innovation in social and business environments. Topics include technology and organizational change, telecommunications, privacy in the information age, and business security on the Internet. Functional computer literacy is the focus of the weekly discussion section, which meets twice a week in a computer lab. This part of the course presents an introduction to two of the most widely used database and spreadsheet packages: Microsoft Access and Microsoft Excel. Students learn, via hands-on examples, many of the powerful tools contained in these two packages, with emphasis on how to analyze a variety of business problems with Access and Excel. The goal is not to teach these packages in an abstract sense, but rather to show how they can be applied to real business problems to help make important decisions.
- **BUS-K 204 The Computer in Business: Honors (3 cr.) P:** Students must be admitted to the Hutton Honors College or the Business Honors Program to register for this course. BUS-K 204 is the Honors version of BUS-K 201, an I-Core prerequisite that is required for all business majors. It shares the same basic course content as BUS-K 201, however, this is a service-learning course and incorporates challenging real-life projects for clients (usually non-profits). The course provides an introduction to the role of computers and other information technologies in business. It provides instruction in both functional and conceptual computer literacy. Classes meet twice weekly for 75 minutes, and concepts and practical skills are taught together in a lab setting. Students become skilled at solving problems with widely used database and spreadsheet packages, Microsoft Access and Microsoft Excel. Students in BUS-K 204 also learn database theory and design. Conceptual topics include the importance of information systems in business, technology and organizational change, telecommunications, privacy in the information age, and business security on the Internet. Functional computer literacy in concert with conceptual literacy is emphasized through a service learning component. Students learn, via hands-on examples, many of the powerful tools contained in the software with emphasis on how to analyze a variety of business problems with Access and Excel. The goal is not to teach these packages in an abstract sense, but rather to show how they can be applied to real business problems to help make important business decisions. Students in K204 immediately apply their knowledge to help a real organization with their IT needs.
- **BUS-K 360 VBA and Application Integration (3 cr.) P:** BUS-K 201 or BUS-K 204 with a grade of C or higher. Introduces students to VBA programming and Office application integration: Access, Excel, Word, PowerPoint, and Outlook. The purpose of this course is to develop the skills to enable students to create an integrated and fully automated business system or model and increase student's ability to function as an efficient business person.

Internships

- **BUS-W 499 Co-op/Intern Work Assignment Off-Campus (0 cr.) P:** Department consent required. This course is the Kelley School of Business designation for off-campus co-op/Internship participation. Registration in BUS-W 499 is listed on a student's transcript during the semester(s) that the student is participating in an internship. W499 registration provides documentation of an off-campus internship experience only and does not grant any credits or additional privileges. Students request "enrollment" in W499 by completing the online W499 registration form located on Kelley Connect through the Undergraduate Career Services Office (UCSO) [website](#).
- **BUS-X 498 Credit for Internship Course (2 cr.) P:** Approval of the internship by the UCSO. This course is designed to deepen the overall learning gained from an internship. By completing structured assignments that relate both to the internship work and to elements of the broad-based business curriculum at the Kelley School, the value of the

internship may be markedly increased. To earn credit for an internship, a student must complete all BUS-X 498 coursework while participating in an internship that:

- Is supervised; the student must be based on the company premises and meet in person with a supervisor at least once a week to discuss progress, receive feedback and discuss goals. Note: Self-employment situations cannot be approved for BUS-X 498.
- Is at least nine weeks in length and 35–40 hours per week; exceptions can be presented and evaluated for approval on an individual basis through the UCISO
- Involves learning and developing skills which are related to the student's degree of study and promotes further understanding of the career field
- Includes project-oriented work, the student should have responsibility for a relevant business project from start to finish; or have structured work assignments which can be evaluated by a supervisor upon completion
- Increases employability in the student's major field of interest

To enroll, students must submit the online application form through Kelley Connect on the Office of Undergraduate Career Services (UCS) [website](#) prior to beginning the internship position and before the applicable application deadlines. Follow this [link](#) for more information about BUS-X 498 and BUS-W 499.

Kelley School of Business - Bloomington

To learn more about Kelley faculty and staff please visit our [directory](#).

For information about employment history, please contact Kelley Human Resources at ksbhr@indiana.edu.

Contact Information

Undergraduate Program
[Kelley School of Business](#)

1309 East Tenth Street, Hodge Hall 2030
Bloomington, IN 47405

Prospective Students: bschool@indiana.edu

Admitted Kelley Students: busadv@indiana.edu

History of the Kelley School 100 + Years of Excellence: The Kelley School of Business

The Kelley School of Business is one of the world's premier business schools. Business education at Indiana University dates back over 180 years to the first Indiana University catalog, dated 1830-31, which included political economy in the curriculum. From this first course, the Department of Political Economy was developed during the remainder of the century, later referred to as the Department of Economics and Social Science. It was early

courses in these areas that grew into what is now referred to as the "core program" of study in the Kelley School.

In 1902, the university catalog introduced and listed several business courses. These commerce courses constituted the last two years of a four-year course of study leading to a baccalaureate degree. The first two years were spent completing a pre-commerce requirement and included all the required courses of the liberal arts curriculum of that period. Over a century ago, the pattern of building a program of professional education for business upon a liberal arts base was established—a pattern maintained throughout the years and currently emphasized in the education of Kelley students.

In 1904, the first business catalog, referred to as the *Commercial Course Number*, was published. In 1920, a separate School of Commerce and Finance was organized. The school became a member of the American Assembly of Collegiate Schools of Business in 1921 and in 1933 it was renamed the School of Business Administration and placed under the direct control of its own faculty. In 1938, the title of the school was shortened to the School of Business

The Junior Division (now the University Division) of the university was established for all first-year students in 1942. After that, enrollment in the School of Business did not include freshmen until 1995, when the Direct Freshman Admission Program began.

Graduate coursework in business administration, first authorized in 1936, expanded rapidly after World War II. Programs for the degrees of Master of Business Administration and Doctor of Business Administration were instituted in 1947. In 1961, the designation of the area of study formerly referred to as the Graduate Division of the School of Business was changed to the Graduate School of Business. With the reorganization of the university in November 1974, the School of Business began operating on two campuses—Bloomington and Indianapolis.

Although business courses were offered as early as 1916 on the Indianapolis campus, a degree was not available there until the MBA program was launched in 1962. The bachelor's degree in business became available at the Indianapolis campus following the 1969 merger of Indiana University with Purdue University in that city. Beginning in 1969, a divisional structure emerged in Indianapolis with an assistant chairperson at its head. In 1969-70, complete undergraduate degree programs were offered for four major areas in business, as were three two-year certificate programs.

In 1997, E. W. Kelley, who received his BS in 1939 from the Indiana University School of Business, donated \$23 million to assist the school in its mission to provide the premier business program in the nation. To honor the generosity of his gift, the IU School of Business was renamed the Kelley School of Business.

The Godfrey Graduate and Executive Education Center, which houses the MBA, Kelley Direct, graduate accounting, and executive education programs, was completed in 2002. The \$33 million facility was named in honor of William J. Godfrey, BS'64, MBA'68, an alumnus and successful businessman who bequeathed land valued

at \$25 million, the single largest gift from an individual to the Kelley School.

Alumnus James R. Hodge, BS'74, anonymously donated \$15 million to the Kelley School in 2009. Later, Hodge came forward to encourage others to give to the School's building campaign—a completely privately funded campaign that raised \$60 million for the expansion and renovation of the undergraduate building which opened in 1966. To thank Hodge, the building was named the Hodge Hall Undergraduate Center on March 30, 2012. The upgraded facilities were completed in 2016.

Overview, Mission, and Goals

Mission of the Kelley School

The mission of the Kelley School of Business is to transform lives, organizations, and communities through education and research.

Undergraduate Learning and Professional Development Goals

An Integrative Point of View

Graduates of the Kelley School of Business Undergraduate Program will be able to evaluate and make business decisions from an integrative point of view, one that reflects an understanding of mutually interdependent relationships among competitive and environmental conditions, organizational resources, and the major functional areas of a business enterprise.

Ethical Reasoning

Graduates of the Kelley School of Business Undergraduate Program will be able to recognize ethical issues, demonstrate familiarity with alternative frameworks for ethical reasoning, and discern tradeoffs and implications of employing different ethical frames of reference when making business decisions.

Critical Thinking & Decision Making

Graduates of the Kelley School of Business Undergraduate Program will be able to use a variety of research methodologies to identify and critically evaluate implications of business decisions for organizational stakeholders (e.g., customers, colleagues, employees, suppliers, foreign governments, communities, cultures, regulatory agencies) and the natural environment.

Communication

Graduates of the Kelley School of Business Undergraduate Program will be able to communicate effectively in a wide variety of business settings (e.g., live, virtual, synchronous and asynchronous), employing multiple mediums of communications (e.g., written, oral and visual).

Quantitative Analysis and Modeling

Graduates of the Kelley School of Business Undergraduate Program will be able systematically apply tools of quantitative analysis and modeling to make recommendations and business decisions.

Team Membership & Leadership

Graduates of the Kelley School of Business Undergraduate Program will be able to collaborate

productively with others, functioning effectively as both members and leaders of teams.

Respect, Inclusiveness & Valuing People

Graduates of the Kelley School of Business Undergraduate Program will be able to create and sustain personal and work environments that are respectful and inclusive, valuing the contributions of all persons.

Personal and Professional Development

Graduates of the Kelley School of Business Undergraduate Program will be prepared to become the "authors" of their own futures, make informed and deliberate choices about personal and professional development, assume responsibility for their decisions, take pride in excellence, contribute to community, and demonstrate college-level mastery of the skills needed for pursuing and managing a career as a business professional.

Global Awareness

Graduates of the Kelley School of Business Undergraduate Program will be conversant with major economic, social, political, and technological trends and conditions influencing foreign investment and development of the global economy and demonstrate an understanding of the cultural, interpersonal and analytical competencies required for engaging in global business activities.

Innovation and Creativity

Graduates of the Kelley School of Business Undergraduate Program will know how to respond to the need for innovation or creativity by engaging in ongoing learning, broadening their points of view, exploring cross-contextual links, and consulting with others.

Organization of the Kelley School

The school's resident faculty, composed of more than 350 members, is its basic governing body. The various programs and curricula, as well as all major policy considerations, are reviewed and approved periodically at meetings of the entire resident faculty. Administrative support for the school is provided by the Office of the Dean, by a chair in each of the school's eight academic departments, and by a chair of each of the academic programs. The Academic Council, made up of those administrators mentioned above, along with two elected faculty representatives, administers Kelley School of Business policy. In addition, a number of committees appointed by the dean recommend to the faculty various academic and operating policies. At various times, these committees are also assigned specific administrative responsibilities.

The school's administration manages its programs on both the Bloomington and Indianapolis campuses. The Office of the Dean consists of the Dean, the Executive Associate Dean of Academic Programs, the Executive Associate Dean of Faculty and Research, the Executive Associate Dean of Indianapolis Operations, the Associate Dean for Indianapolis Research and Programs, and the Assistant Dean of Finance and Operations. Administrative support for instructional programs is provided by eight organizational units: the School of Business Undergraduate Program Office (Bloomington and Indianapolis), the M.B.A. Office (Bloomington),

the Office for the M.B.A./Career Integrated Program (Indianapolis), the Doctoral Program (Bloomington), the Graduate Accounting Programs (Bloomington), the Information Systems Graduate Program (Bloomington), the Office of the Kelley Direct Program (Bloomington and Indianapolis), Executive Degree Programs, and the Business of Medicine Program. Assistance with Kelley admission, academic advising, and degree certification are provided by professional staff members assigned to each of these organizational units.

Auditing Classes

The Kelley School does not allow students to audit undergraduate business courses.

Extended X Policy

By action of the Bloomington Faculty Council, students who receive a grade lower than an A may be eligible, upon retaking the course, to remove the earlier grade from their IU grade point average (GPA). Students wishing to exercise this option must visit their advisor and/or school's records office to complete an Extended-X (EX) petition to remove the effect of the bad grade from the GPA.

Please note the following restrictions:

- Students may apply for an Extended-X for a maximum of 3 courses or 10 credits, whichever comes first.
- Students may only replace a grade for a course once.
- Students must complete, sign, and submit the EX petition prior to graduation.

A complete listing of policies is below.

Kelley students may utilize the EX policy. However, the Kelley School does **not** apply grade forgiveness to the Kelley Program (internal) GPA which is used for scholarships, admission, graduation, and all categories of academic standing for current students. Instead, both the original grade and the re-take grade are included in the Kelley Program GPA. When students repeat a course, they do not receive additional credits for it, whether or not it is EXed.

Additional policies regarding the Extended-X Policy can be found in the [Registrar's Enrollment Bulletin](#).

Kelley students may submit EX requests online at: <https://kelley.iu.edu/programs/undergrad/advising/forms-apps/index.cshtml>

Students agree to abide by the following policies when submitting an Extended-X Petition:

1. **Courses originally taken during or after Fall 2001 and re-taken during or before Fall 2009** are eligible for replacement under the "old" EX policy: The original attempt at the course must have been during the first 45 college credits (including all college credits: transfer, AP, etc.).
2. **Courses originally taken at any time and re-taken in Spring 2010 or later** are eligible for replacement under the "new" EX policy: Any IU course may be re-taken for grade replacement.
3. The following grades **may not** be replaced under the Extended-X policy: S, P, W, I, R, NC. Similarly, a student may not replace an original grade with a re-take grade of W, I, R, or NC.
4. The EX option may not be applied to courses transferred from non-IU schools to IU. However, it may be applied to certain courses taken at other IU campuses. See number 12 for more information.
5. A maximum of three courses, totaling no more than 10 credits, may be replaced.
6. A student may EX a specific course only one time.
7. Students must submit the EX petition form **before their graduation date**. Ignorance of the EX policy is not an accepted excuse, and therefore late submissions will not be granted.
8. The Kelley Recorder submits all EX forms for the term as soon as final grades for the term have been posted. Students who decide to rescind their EX requests may do so - by contacting the Kelley Recorder - up until the time that the forms are submitted to the Registrar. A student **may not request reversal after the EX request has been submitted to the Registrar**.
9. After the EX petition form has been submitted to the Registrar and processed, the IU transcript will record both the original and the re-take grade; an "X" will appear next to the original grade.
 1. The original course will carry no credit and will not be included in the IU GPA on the official IU transcript.
 2. The re-take course will carry the credit and will be included in the IU GPA on the official IU transcript.
10. The Kelley School Program GPA includes both the original and the re-take grades. This GPA is utilized for admission, graduation, probation, and other internal decisions. Both the Kelley Program GPA and the IU GPA show on students' official transcripts.
11. Courses repeatable with different content (variable title or topics courses) are not eligible for replacement under this policy. However, in some cases, a different topic may be used to EX a no-longer-offered topic (e.g., a different topic of ENG-L 142 may be used to EX a no-longer-offered topic of ENG-L 142). These are allowed only if the Chair of the course-offering department submits an equivalency request to the Office of the Registrar.
12. In order for the EX to be processed, the original and re-take courses need to have the same course number. However, in some cases an IUB course may replace (or be replaced by) an equivalent course from another IU campus (e.g., BUS-L 203 at IUPUI replacing or replaced by BUS-L 201 at IUB). If the original and re-take course numbers are not exactly the same, **the equivalence must be approved by the appropriate authorities in the school/department offering that course** and the school/department must inform the Registrar that the EX policy may apply. As there is **no guarantee** that EX will apply to courses that are numbered differently, students should check with the appropriate school/department **prior** to re-taking a course with a different course number.
13. The honors version of a course may be used to EX a grade in the non-honors version of the same course, if approved by the school/department offering the

course. However, you may not use a grade in a non-honors course to EX the grade in the honors version of the course.

14. If a grade is lowered because of academic misconduct, the Registrar has a record of it. These grades may not be replaced using the EX policy.
15. IU scholarship eligibility is typically determined using the cumulative Program GPA and not the IU cumulative GPA. To determine the potential impact of retaking courses on your scholarship eligibility, please consult the appropriate scholarship administrators. Recipients of Kelley scholarships should contact: buscholar@indiana.edu. Recipients of other IU-administered scholarships should contact the IU Office of Scholarships or the relevant office that administers the scholarship.
16. IU-Bloomington joins all other IU campuses in honoring the principle that the grade forgiveness policy on the degree-granting campus is applicable for all of their students. Hence, if an IUB student transfers to another campus with more liberal grade replacement policies, IUB will honor requests, from that campus, on behalf of the student, to replace an IUB grade that may not be replaceable under IUB policy. If the student returns to IUB for graduation, however, the other campus's grade forgiveness policy would not apply.

Grade Point Average

The cumulative grade point average (GPA) is computed by dividing the total number of grade points earned by the total number of credit hours completed in which grades of A through F are earned.

The IU and Kelley GPAs are based only upon coursework taken at Indiana University campuses. Credit earned at non-IU institutions might be applied toward degree requirements and earned credits, but the grades earned at other institutions will not be included in the Kelley School of Business or Indiana University semester or cumulative grade point averages.

The IU GPA calculation includes the grades for all courses taken at any IU campus, including courses that have been repeated. However, it excludes the grades for the initial attempts at courses for which the grades were replaced using the EX policy.

The Kelley Program GPA calculation includes the grades for all courses taken at any IU campus, including courses that have been repeated – whether or not the grades were replaced using the EX policy.

Incomplete Courses

A temporary grade of Incomplete (I) on the transcript indicates that the coursework completed is satisfactory but that the entire course has not been completed. A grade of I may be assigned only if the student is not in attendance during the last 25 percent of an academic term and the instructor has reason to believe that the absence was beyond the student's control. Otherwise, the instructor shall assign a grade of F.

It is the instructor's responsibility to specify the work to be done to remove the I grade and the period of time allowed for completion. Upon satisfactory completion of the work within the time allowed, the I will be removed and

the earned grade recorded. An incomplete grade will be automatically changed to an F after one calendar year unless the course instructor has submitted a grade or a request for an extension. A student who has received a grade of Incomplete should not register for the course a second time, but should arrange with the instructor to have the I grade changed to a letter grade upon completion of requirements.

Grading System

Grade Point Average

The cumulative grade point average (GPA) is computed by dividing the total number of grade points earned by the total number of credit hours completed in which grades of A through F are earned. More information on GPA calculation can be found on the [Office of the Registrar website](#).

The IU and Kelley GPAs are based only upon coursework taken at Indiana University campuses. Credit earned at non-IU institutions might be applied toward degree requirements and earned credits, but the grades earned at other institutions will not be included in the Kelley School of Business or Indiana University semester or cumulative grade point averages.

The IU GPA calculation includes the grades for all courses taken at any IU campus, including courses that have been repeated. However, it excludes the grades for the initial attempts at courses for which the grades were replaced using the EX policy.

The Kelley Program GPA calculation includes the grades for all courses taken at any IU campus, including courses that have been repeated – whether or not the grades were replaced using the EX policy.

Extended X Policy

Indiana University allows students to retake up to three IU courses (or a total of 10 credit hours) and have the grades earned in an earlier enrollment of the same courses (and topics, where applicable) marked with an "X," with some significant restrictions. The "X'd" grades are no longer factored into the IU GPA on the student's transcript. Students wishing to pursue this option should read the [full text of the policy](#). Additionally, Kelley School of Business students should contact their academic advisor for additional information.

Important Note: The Kelley School of Business does not acknowledge this policy for **program** GPA purposes, which is the GPA used for scholarships, admission, graduation, and all categories of academic standing for current students. All grades in completed coursework, even if an "X" is on record, are calculated into the Kelley program cumulative GPA.

Pass/Fail Option

Students in the Kelley School may elect to take a maximum of two courses under the Pass/Fail option per year. The procedure and deadline for declaring this option may be found in the Registrar's online [Enrollment and Student Academic Information Bulletin](#). Deadlines for filing the pass/fail option vary by semester. It is the student's responsibility to check the Registrar enrollment bulletin for

the appropriate deadline. Special regulations affecting the Pass/Fail option for Kelley School students are as follows:

1. Kelley students must meet with a Kelley Academic advisor to submit a Pass/Fail request.
2. During their undergraduate career, students may enroll in a maximum of eight (8) elective courses to be taken with a grade of P (Pass) or F (Fail). The Pass/Fail option is available for a maximum of two (2) courses per academic year, including summer sessions.
1. 1. Pass/Fail may only be used for supplemental (elective) hours; Pass/Fail cannot be used for any courses counting toward a student's degree requirements (i.e. major, minor, certificate, general education, etc.) or for any Business (BUS) courses.
3. Business students **may not take any business course** pass/fail. This is true even if the course is not required for the student's major or degree.
4. A grade of P is not counted in the grade point average; a grade of F is included. Once the Pass/Fail option has been requested, grades of P may not be changed to any other letter grade.
5. After filing a pass/fail, a student may not change his/her mind and decide to take the course for a grade.

Withdrawals

The grade of W (withdrawal) is given automatically to the student who withdraws from courses by the registrar's designated deadline as listed in the [Enrollment and Student Academic Information Bulletin each semester](#). The grade of W will be recorded on the date of withdrawal.

Withdrawals after the Registrar's deadline are rarely permitted. Exceptions are made only for dire circumstances (e.g., serious illness). The desire to avoid a low grade is not an acceptable reason for withdrawal from a course after the Registrar's deadline.

In order to withdraw from a course after the automatic withdrawal period, Kelley School students need to file a petition after meeting with an academic advisor. Please note that if a late withdrawal petition is approved, instructors have the right to assign a grade of F if the student is not passing the course at the time of the requested late withdrawal.

Non-business students enrolled in business courses must petition their own schools.

Multiple Withdrawals from All Subjects

Students who withdraw from all courses in any two semesters, including summer, will be required to meet with an academic advisor and submit a petition to resume their studies. Petitions will be reviewed by a committee to ensure students are ready to successfully continue as a Kelley School of Business student. Academic advisors will share the details of the petition process with the student during their meeting.

Pass/Fail Option

Students in the Kelley School may elect to take a maximum of two courses under the Pass/Fail option per year. The procedure and deadline for declaring this

option may be found in the Registrar's online Enrollment and Student Academic Information Bulletin at <http://studentcentral.indiana.edu/register/register-classes/manage-schedule/ways.shtml>. Deadlines for filing the pass/fail option vary by semester. It is the student's responsibility to check the Registrar enrollment bulletin for the appropriate deadline. Special regulations affecting the Pass/Fail option for Kelley School students are as follows:

1. Kelley students must meet with a Kelley Academic advisor to submit a Pass/Fail request.
2. Only one course each semester or one course for an entire summer may be taken under the Pass/Fail option.
3. Business students **may not take any business course** pass/fail. This is true even if the course is not required for the student's major or degree.
4. The pass/fail option **may not** be used for any **courses that fulfill major requirements**, even if they are non-BUS courses.
5. The pass/fail option **may not** be used for courses that satisfy a **general education requirement** (e.g. A&H, S&H, N&M, or a Field Specialization).
6. Pass/Fail may only be used for Supplemental Hours that are not Business courses.
7. A grade of P is not counted in the grade point average; a grade of F is included. Once the Pass/Fail option has been requested, grades of P may not be changed to any other letter grade.
8. After filing a pass/fail, a student may not change his/her mind and decide to take the course for a grade.

R Grade

The R grade (deferred grade) on the final report indicates that, for this course, the work of the student can be evaluated only after two or more terms. Courses in which an R grades are assigned will be announced as deferred-grade courses in the [Enrollment and Student Academic Information Bulletin](#) and the [Schedule of Classes](#).

Withdrawals

The grade of W (withdrawal) is given automatically to the student who withdraws from courses by the registrar's designated deadline as listed in the [Enrollment and Student Academic Information Bulletin each semester](#). The grade of W will be recorded on the date of withdrawal.

Withdrawals after the Registrar's deadline are rarely permitted. Exceptions are made only for dire circumstances (e.g., serious illness). The desire to avoid a low grade is not an acceptable reason for withdrawal from a course after the Registrar's deadline.

In order to withdraw from a course after the automatic withdrawal period, Kelley School students need to file a petition after meeting with an academic advisor.

Non-business students enrolled in business courses must petition their own schools.

In the case of withdrawal from all subjects, a student must be passing the course(s) on the date of withdrawal to qualify for a grade of W. In any course that the student is failing on the date of withdrawal, the grade assigned will be F. Students who wish to withdraw from all courses during a semester must contact the Office of Student Advocates, at (812) 855-0761, advocate@indiana.edu, or

at Eigenmann Hall West 229, to complete the withdrawal process.

Honor Code

The [Kelley School of Business Honor Code](#) provides an opportunity for students to actively shape their future behaviors, values, and lifestyles. This student-written code proclaims a commitment to ethical principles and fair academic competition and unifies students by a set of values that holds honesty and integrity in the highest regard. The Kelley School of Business Student Ethics Committee works with faculty and students to ensure that the standards of the honor code are upheld.

Scholastic Standards

- Academic Misconduct
- Academic Standing
- Honor Code
- Minimum Grades
- Probation and Dismissal

Minimum Grades

The Kelley School requires minimum grades as follows:

- A grade of C or higher in all I-Core prerequisite courses
- A minimum grade of C in each of the four courses that comprise the Integrative Core (includes both standard and honors I-Core).
- Minimum grades for some specific courses, within some [majors](#)
- An overall program GPA of 2.0 in all courses counting toward the degree, at the time of graduation
- An overall major GPA of 2.0 in all courses counting toward each declared business major, at the time of graduation

Students may repeat each course once to achieve the required grade. If, after the second attempt, the minimum grade of C is not met, the student should see a business academic advisor to discuss repeating the course again.

In general, students should see their [academic advisors](#) for any questions related to minimum grade requirements.

Academic Misconduct

Indiana University and the Kelley School expect students to follow the fundamental principles of academic integrity in the pursuit of learning. Academic integrity requires that students take credit only for ideas and efforts that are their own. Violation of these principles is considered an act of misconduct.

Academic integrity is defined in the online [IU Code of Student Rights, Responsibilities, and Conduct](#). The penalties and procedures that apply when academic misconduct occurs are stated in the code. The policy on academic misconduct is also printed, each semester, in the online [Enrollment and Student Academic Information Bulletin](#).

The Kelley School strictly follows the guidelines stated in the Code of Student Rights, Responsibilities, and Conduct. In addition, the school may also consider it appropriate to remove the student from the course involved and to assign a grade of F.

Probation and Dismissal

Academic Probation

A student is placed on academic probation following any enrollment period in which they fail to attain a minimum program cumulative grade point average (GPA) of 2.0.

Academic Dismissal

A student who earns a subsequent semester GPA and a program cumulative GPA below a 2.0 in any term after being on academic probation, will be dismissed from the Kelley School.

Dismissals can be temporary or permanent depending on the student's course of actions. After a student is academically dismissed, they have two options for continuing their education:

- Remain away from Indiana University for at least one calendar year.
- Continue at Indiana University as a student in a different academic unit. Please note that if a student enrolls at an Indiana University campus anytime during their one-year dismissal period, they are disqualified from ever returning to the Kelley School of Business. This results in being permanently dismissed from Kelley.

Academic Reinstatement

Students who remain away from Indiana University for at least one calendar year have the opportunity to apply for reinstatement. To be considered for reinstatement, students must complete one or more of the following activities during their dismissal period:

- Attend another regionally accredited institution and earn a minimum of a 2.5 GPA in at least 12 credit hours with no grade below a C.
- Actively engage in an employment or volunteer opportunity.
- Work on any significant personal issues that led to their current academic difficulty.

Students whose reinstatement application is determined to meet the minimum requirements for reinstatement will be invited for an interview with a committee of advisors for further examination of ability to successfully return to the Kelley School of Business.

If a student is academically reinstated to the Kelley School of Business, they will return to Kelley on academic probation.

Permanent Dismissal

If a student is academically reinstated to the Kelley School of Business and fails to meet the minimum GPA and grade requirements as outlined in the academic dismissal policy, the student will be permanently dismissed from the Kelley School of Business and unable to return at any time.

Academic Standing

A student is considered to be in good standing when their cumulative grade point average is at least 2.0.

Computer Recommendations

Kelley students will use the Windows IU 365 Version of Microsoft Office applications – Access and Excel, in the

required technology classes. Other programs such as “@Risk”, which runs inside Excel, may also be used. If you have another version of Microsoft Office, you should uninstall and [install the free IU version](#) of Office 365. Instructions for @Risk or other program installation will be provided during the course requiring the program.

BUS-K 201 and BUS-K 303 require the Windows operating system for in-class material, assessments and exams. The courses extensively use keyboard shortcuts, and function keys need to be enabled. Since the keyboard on a MAC is different, not all of the shortcuts taught in class will have an equivalent. “Bootcamp” is the only MAC substitute software allowed, which can be installed to run a Windows environment on a MAC. [UITS \(University Information Technology Services\)](#) has a service to install Bootcamp as it is a dual boot software, and not a typical program install. However, UITS will require the laptop for 1-2 weeks and charge for the service. Given the complexity of using a MAC with Bootcamp, many students end up using a computer lab for these assignments. Note: Kelley faculty surveyed students and 50% of MAC users had wiped the MAC OS to run only Windows within the first year at Kelley.

Graduation Eligibility

Students who expect to receive the B.S. degree in business from IU Bloomington, should meet the following requirements noted in the Course and Degree Requirements section of this bulletin. Additional information regarding graduation policies and procedures can be found below.

Complete Transcripts

Credits for all coursework, including final term courses, including transfer courses, must be recorded on the candidate's Indiana University transcript prior to the degree conferral deadline. Note that, even after transfer transcripts have been received at IU Bloomington, it can sometimes take several weeks for those credits to be posted to the student's IU transcript. Therefore, students should request that official transcripts be sent to IU immediately after completing coursework at any non-IU institution.

Graduation Check

In the semester prior to the intended graduation semester, students should schedule individual Graduation Check appointments with their academic advisor to make sure they are on track for graduation - and to have time to make any necessary adjustments to their final semester's enrollment.

Graduation Application

Candidates for the B.S. degree in business must apply for graduation [online](#). Application deadlines are posted on the graduation website.

Students who apply by the deadline can be assured that they will:

- Receive accurate and timely feedback about unsatisfied or missing degree requirements
- Receive notifications from IU about Commencement ceremonies

- Find their names on official Commencement Ceremony documents
- Graduate, as planned, as long as all requirements have been met
- Receive their diplomas

Students who fail to apply by the deadline, are at-risk for one or more of the above.

Attendance at Commencement

Students may attend the [IU Bloomington Commencement Ceremony](#) and [Kelley Senior Recognition Event](#) as long as they have applied for graduation. **However, participation in either of these events is not an indication that final grades have been posted and reviewed or that the degree has been conferred.** Degree conferral occurs several weeks after Commencement, once spring grades are finalized and degree requirements are confirmed as satisfied. Diplomas are sent by the [Office of Registrar](#) several months after Commencement.

Statute of Limitations for Degree Requirements

Candidates for the B.S. degree in business have the right to complete the degree requirements specified by the bulletin in effect at the time they entered (matriculated) Indiana University--Bloomington, provided: (1) the required courses are available and (2) no more than eight calendar years have elapsed since the date of entry. In the event that the required courses are not available or that more than eight years have elapsed, students must communicate with Kelley Undergraduate Records Office (ksbrec@indiana.edu) to have their transcripts evaluated. The evaluation will determine if they may continue with their original degree requirements or must update to the current degree requirements. An advisor will be assigned to work with returning students to determine how and where they may complete their degrees.

Academic Policies & Procedures

Click on the link below or in the left-hand navigation menu to learn more about the policies and procedures below.

Grading System: GPA, Extended-X Policy, pass/fail option, withdrawals, and complete withdrawals from all subjects for multiple terms

Scholastic Standards: Academic misconduct, academic standing, honor code, minimum grade requirements, probation and dismissal policies

Computer Recommendations: Technology recommendations in order to be successful in certain BUS courses

Graduation Eligibility: Complete transcripts, graduation checks, graduation applications, attendance at commencement, and statute of limitations for degree requirements

Academic Regulations: Class standing, credit hour term load, internships, SPH activity courses, 0-level MUS courses, pre-reqs for BUS courses, repeat course credit and major/minor limits

Transfer Credits & Waivers: Credits transferred to IU from U.S. and non-U.S. colleges and/or universities, specific course waivers, and credit by self-acquired competency

Academic Regulations

Class Standing

Class standing is based on the number of credit hours completed toward graduation:

- Freshman: fewer than 30 credits
- Sophomore: 30 - 59 credits
- Junior: 60 - 89 credits
- Senior: 90 or more credits

Term Load

A typical academic load is 14 to 16 credit hours per term. Students wishing to register for more than 19 credit hours in a given term should have a cumulative program grade point average (GPA) of 3.0 or above. To enroll in more than 19 credit hours, students must see a Kelley academic advisor for authorization. The maximum number of credits any Kelley student will be authorized by a Kelley advisor to take in a semester is 21 credits.

Internships

Kelley School students are encouraged to pursue internships; those interested should contact Kelley Undergraduate Career Services (UCS). If a student is pursuing an internship during the summer term, they can enroll in BUS-W 499 (no credit). If a student is pursuing an internship during the fall or spring terms, they can enroll in BUS-X 498 (2 credits). Students apply for authorization to enroll in either of these courses through the [UCS website](#).

Public Health Activity Courses

A maximum of 4 credit hours of public health activity courses (SPH-I xxx) courses may be used for supplemental credits and applied toward the 120 total credits required for graduation

0-level Music Courses

A maximum of 4 credit hours of 0-level Music (MUS-? 0xx) courses may be used for supplemental credits and applied toward the 120 total credits required for graduation.

Prerequisites for Business Courses

Students must have the prerequisites on their IU transcript or be currently enrolled in the prerequisites exactly as indicated in the notes of the online Schedule of Classes for each course. A student who does not have documentation of completion of a course's prerequisite will be removed from the course at the beginning of the term.

Repeat Course Credit

Before enrolling in any course in which a student has already earned credit, they are strongly advised to check with an academic advisor about potential problems with course repeats. Retaking a course a student has already have earned credit for will result in a loss of credit. Students are only able to earn credit for the same course or equivalent course once. An exception to this policy is

topics based courses approved for a student to repeat for credit.

Total Number of Declared Majors and/or Minors

Kelley School of Business students must complete one Kelley major to graduate. Students may declare and graduate with up to three total Kelley major(s) and/or co-major(s). Thus, students have the following options for declaring and completing majors/co-majors: three majors OR two majors and one co-major OR one major and two co-majors.

Kelley School of Business students can complete up to a maximum of three minors.

Kelley students can declare and change their [majors, co-majors and/or minors online](#).

Transfer Credit & Waivers

Transfer of Credits from Other U.S. Colleges and Universities

Acceptance of credit from other U.S. institutions is determined by the Indiana University Office of Admissions. The applicability of credit toward degree requirements in the Kelley School is determined by the school.

- 100/200 level business courses that are accepted for transfer are usually accepted for specific course equivalency. Those that do not have equivalents at the Kelley School will be accepted as undistributed (elective) credit. These will appear on the IU transcript as BUS-UN courses.
- 300/400 level business courses must be taken on the IU Bloomington campus or in an approved study abroad program; transfer credit for these courses will be accepted as undistributed (elective) credit only. They will also appear on the transcript as BUS-UN credits.

Transfer of Credits from Colleges and Universities outside the U.S

Note: Excludes approved Kelley and IU study abroad programs.

The Kelley School does not award specific business course credit for courses transferred from colleges or universities outside the United States. All business courses taken outside the United States will be accepted for undistributed (elective) credit hours only. This policy can directly affect the amount of time required for international transfer students to complete Kelley School degree requirements. Therefore, students considering transfer, who have already completed a considerable number of business courses, are encouraged to carefully examine the advisability of transferring to the Kelley School to complete an undergraduate degree.

Specific Course Waivers

Students, enrolled at Indiana University, who have taken business computer skills courses that appear to have covered the same material as that in BUS-K 201, may sit for a competency exam during the first week of fall or spring classes. Students who perform successfully on the test will receive a course waiver for BUS-K 201 but will not receive actual course credit.

Students who feel they are eligible for the exam should contact kbenrol@indiana.edu.

Credit by Self-Acquired Competency

The Kelley School does not award academic credit on the basis of self-acquired competency. Specifically, the Kelley School will not accept self-acquired competency credit, for any business coursework, even if it was awarded by any other division/school of Indiana University or by other institutions.

For non-business courses, the school will accept credit for specific courses awarded on the basis of self-acquired competency by other baccalaureate degree-granting units of Indiana University and by other institutions accredited by the North Central Association of Colleges or comparable regional associations. However, these credits are unlikely to count for IU General Education or minor courses. They may only be used for supplemental credits.

Indiana University & Kelley School Academic Honors

Founders Scholars & Honors Convocation

To be designated a [Founders Scholar](#), an undergraduate degree-seeking student must have earned a cumulative grade point average of 3.8 or above by the end of the fall term immediately preceding the Honors Convocation.

All Founders Scholars receive a formal letter of commendation, which is signed by President Michael McRobbie and Provost and Executive Vice President Lauren Robel and sent to students' permanent address of record. The letter is accompanied by a formal invitation to the convocation.

Academic Distinction

Academic distinction for excellence in scholarship is awarded at Commencement to a limited number of students graduating with the Bachelor of Science in Business degree. All students graduating with distinction must have completed at least 60 credits at Indiana University. Graduates receiving these honors have them so noted on their diplomas and in the Commencement program and are eligible to wear the cream and crimson fourragère at Commencement. Students must complete their final semester with a grade point average sufficient to warrant the diploma and transcript notation of academic distinction.

- Highest Distinction: GPA of 3.900-4.000
- High Distinction: GPA of 3.800-3.899
- Distinction: GPA of 3.700-3.799

Beta Gamma Sigma Honor Society

Since 1923, top business students at Indiana have been invited to join the international honor society [Beta Gamma Sigma](#). Undergraduate membership in Beta Gamma Sigma is restricted to the top 10% of the senior class and the top 10% of second semester juniors.

Delta Sigma Pi Scholarship Key

Since 1912, [Delta Sigma Pi](#) has annually awarded the [Scholarship Key](#) at each college or university where the Fraternity maintains an active chapter. The Scholarship Key is presented to the graduating student with the

highest cumulative academic average toward a degree in business administration, regardless of whether the person is or is not a member of Delta Sigma Pi. In cases where two or more students exactly tie for the highest academic average, additional Scholarship Keys are awarded.

Dean William A. Rawles Memorial Key Award

Originating in 1939, the [Rawles Key](#) is awarded annually to a single senior student who is ranked in the top 1% of the senior class and who represents the highest achievement in both academic and extracurricular activities. Senior Scholastic Award recipients are invited to apply for this monetary award.

Senior Scholastic Awards

The Senior Scholastic Award recognizes the top 1% of graduating seniors.

Kelley ACE Program

The [Kelley Advanced Curricular Experience \(ACE\) Program](#) is a unique opportunity offered to the top 4 percent of Kelley Direct Admit freshman. Students in the ACE Program will:

- Be challenged academically through their freshmen course block of BUS-C106 Honors Business Presentations and BUS-K204 Honors Computers in Business
- Receive mentoring from Kelley Honors senior students and advising from Kelley Honors Advisors
- Have the opportunity to develop their leadership and professional skills through workshops and luncheons with faculty and guest speakers
- Be invited to participate in an annual trip to Chicago to visit local companies

Admission and Eligibility

The application for the ACE Program is by invitation only. Students are selected based off a variety of factors including SAT/ACT and GPA. Approximately the top 4 percent of the early action Direct Admit class will be invited to apply via email in January. The ACE Program is designed specifically for a small group of well-rounded, high-performing freshmen. Invited students will submit an online application, which includes extracurricular involvement, leadership roles, awards/honors, and two short essays.

Business Honors Program

The Kelley School of Business Honors Program is a highly selective academic experience that provides students with increased challenges and innovative learning experiences. The program facilitates students attaining their potential both inside and outside the classroom through special curricula, leadership opportunities, mentoring, increased networking opportunities, and the individual student/faculty interaction that is necessary to fully develop those students who possess the capacity and motivation to excel.

For information about the application, admission process, and curriculum, please visit the [Business Honors](#) website.

Academic Honors and Awards

- Business Honors Program

- Kelley School Academic Honors
- Kelley ACE Program

B.S. in Business Degrees

Students who matriculate to Indiana University Bloomington, in May 2012 or later, must follow these degree requirements, which include:

- [IUB General Education courses](#)
- 18 Integrative Core prerequisite course (45 credits)
- Integrative Core and BUS-T 375
- BUS-J 375, BUS-L 375, and ECON-E 202
- [Major courses](#)
- Supplemental courses to reach 120 credits

I-Core

The **Kelley Degree** includes eighteen I-Core prerequisite courses (45 credit hours) and was established in 2012. Many of these courses have honors versions (H) or higher level courses that can be used to satisfy the requirement. See the course descriptions for details about the credit hours, prerequisites, and the number of weeks per course. All of the following courses must be completed with a C or higher to satisfy the degree requirement and for a student to start I-Core.

Central to I-Core is a cross-functional, semester-long project in which student teams integrate their disciplines. The students will bring fresh perspectives and creative minds, guided by the Kelley faculty. The students will benefit from the business partner's insights and experiences in actual decision-making situations. Each student group works with a business (usually local) to develop a business plan to introduce a new product or service that will meet the needs of their target market while still achieving the objectives of the company and adhering to their policies and values. This includes an analysis of the business, of the target market, customer and business requirements, financial requirements and a final recommendation if the idea should be pursued.

Eligibility

The following requirements must be met prior to the start of the intended I-Core semester:

- Successfully admitted to the Kelley School of Business.
- Successfully completed at least 56 credits.
- Successfully completed all I-Core pre-reqs with a grade of C or better.

I-Core Prerequisites:

- ENG-W 131: English Composition (3 credits)
 - Accepted substitutes include: ENG-W 170, CMLT-C 110, or waiver based on standardized test score (see below qualifications):
 - For applications to IU received prior to August 1, 2017: SAT EBRW score of 670 or higher;
 - For applications received August 1, 2017, and after: SAT EBRW score of 710 or higher;
 - ACT English score of 32 or higher; or
 - AP Program English: Composition and Literature score of 4 or 5; or

- AP Program English: Language and Composition score of 4 or 5

- BUS-C 104 / C 106 (H): Business Presentations (3 credits)
- BUS-T 175: Compass I (1.5 credits)
- MATH-M 118 / S 118 (H): Finite Math (3 credits)
- MATH-M 119 / M 211 / S211 (H): Calculus (3 credits)
- BUS-K 201 / K204 (H): Computers in Business (3 credits)
- BUS-A 100: Basic Accounting (8 weeks, 1 credit)
- ECON-E 201 / S 201 (H): Microeconomics

Second Year

- BUS-C 204 / C 205 (H): Business Communication (3 credits)
- BUS-T 275: Compass II (1.5 credits)
- BUS-K 303 / K 304 (H): Technology & Business Analysis (3 credits)
- BUS-L 201 / L 293 (H): Legal Environment of Business (3 credits)
- BUS-A 201 / A 205 (H): Financial Accounting (3 credits)
- BUS-A 202 / A 207 (H): Managerial Accounting (3 credits)
- ECON-E 370 or STAT-S 301 or MATH-M 365: Statistics (3 credits)
- BUS-D 270: Global Business Environments (8 weeks, 1.5 credits)
- BUS-X 271: Global Business Analysis (8 weeks, 1.5 credits)* **OR** BUS-X 272: Global Business Immersion (8 weeks, 3 credits)*
- BUS-G 202: Business, Government, & Society (2 credits)

**Students may substitute any course from a department in the business school that ends in 271 or 272 for these courses (e.g., A271, F271, G272, L272)*

Students register for M370, F370, Z370, P370 and T375 using the block enrollment course, BUS-BE 375.

Please refer to the [website](#) for all additional I-Core questions.

Standard I-Core

- **BUS-F 370 Integrated Business Core—Finance Component (3 cr.)** Cross-functional survey of business management. The finance component provides an introduction into basic principles and perspectives of financial thought. Covered topics include the time value of money, risk and return, interest rates and debt risk, capital budgeting, security pricing, and portfolio concepts. Includes a cross-functional case done in teams. Students may not receive credit for both F370 and (F304 or F301 or F300).
- **BUS-M 370 Integrated Business Core—Marketing Component (3 cr.)** Cross-functional survey of business management. The marketing component covers marketing planning and decision making examined from firm and consumer points of view. Topics include the marketing concept and its company-wide implications, the integration of

marketing with other functions, and the role that product, price, promotion, and distribution play in marketing strategy and implementation. Includes a cross-functional case done in teams. Students may not receive credit for both M370 and (M304 or M301 or M300).

- **BUS–P 370 Integrated Business Core—Operations Component (3 cr.)** Cross-functional survey of business management. The operations component is concerned with the production and distribution of goods and services. Topics include inventory management, demand forecasting, aggregate production planning, shop scheduling, project management, quality control, and layout and process design. Includes a cross-functional case done in teams. Students may not receive credit for both P370 and (P304 or P301 or P300).
- **BUS–Z 370 Integrated Business Core—Leadership Component (3 cr.)** Cross-functional survey of business management. The class introduces the concept of employees as a human resource and theories of how leaders can best mobilize those resources to achieve the firm's goals. Students focus on leadership in the context of an organization, learning ways in which performance management systems shape employee behavior. Topics covered include the focused development of human resources through needs assessment, selection, compensation, and enterprise-wide planning. Students may not receive credit for both Z370 and (Z302 or Z304).
- **BUS–T 375 Kelley Compass III: The Business Professional (1 cr.)** P: BUS-T 275 with a grade of C or higher; must have Junior standing or higher. Students will continue in the student talent management system by, learning to carry out objectives in face-to-face team meetings as well as virtual meetings. In addition, students will continue to fine-tune resumes to fit their increased awareness of personal goals and improve interview strategies to secure positions with companies with similar goals and values.

Honors I-Core

All students accepted into the [Business Honors program](#) take Honors I-Core in the fall of the junior year. Students preparing for Honors I-Core should confirm their intention and eligibility with their Kelley Honors Academic Advisors so they can be given permission to enroll.

- **BUS–F 304 Financial Management: Honors (3 cr.)** Part of Honors I-Core. Broad survey of finance for all honors business students. Provides a conceptual framework for a firm's investment, financing, and dividend decisions; includes working capital management, capital budgeting, and capital structure strategies. Students may not receive credit for both F304 and (F370 or F301 or F300).
- **BUS–M 304 Introduction to Marketing Management: Honors (3 cr.)** Part of Honors I-Core. Examines marketing concepts, strategic planning, marketing research, and information systems. Covers consumer and organizational buying behavior, forecasting sales, and market segmentation and position. Also focuses on new product development process; product lines and

brands; pricing strategies; distribution-channel management; advertising; personal selling; and organizing, evaluating, and controlling marketing. Students may not receive credit for both M304 and (M370 or M301 or M300).

- **BUS–P 304 Operations Management: Honors (3 cr.)** Part of Honors I-Core. A survey course concerned with the activity associated with the production of goods and services. Topics include quality management, process design, capacity management, materials management (including materials requirements planning and the just-in-time inventory system), and project management. Students may not receive credit for both P304 and (P370 or P301 or P300).
- **BUS–J 304 Strategic Management: Honors (3 cr.)** Part of Honors I-Core. Strategic Management is concerned with the roles and tasks of firms' top managers (i.e., strategic decision makers). This course is designed to provide an appreciation for the total firm perspective and the means by which firms create and sustain competitive advantage in today's increasingly challenging and complex business environment (domestic and global). Strategic management of a firm involves diagnosing the firm's current situation and developing realistic solutions to the strategic and organizational problems that confront top managers. A desired outcome of this course is an enhanced appreciation for the complexities of managing a formal organization. The primary objective of the course is to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm's situation. Students may not receive credit for both J304 and J375.
- **BUS-I 304 Honors I-Core Discussion (2 cr.)** Part of Honors I-Core.

Business Degree Requirements

- IUB General Education Curriculum
- I-Core & Prerequisite Requirements
- Major Requirements (vary by department)
- Other Courses and Credits Required for Graduation
- Supplemental credits to reach 120 credit hours

The Integrative Core

The Integrative Core (I-Core) consists of four key courses:

Standard I-Core

Finance (F370), Leadership (Z370), Marketing (M370), and Operations (P370)

- All four courses F370, M370, P370 and Z370, must be completed with a C or higher in order to meet the requirement for the B.S. in Business.
- Compass III (T375) is currently a part of the I-Core block enrollment (BUS-BE 375) and must be completed with a passing grade (D- or higher) to meet the requirement for the B.S. in Business.

Honors I-Core

Finance (F304), Strategic Management (J304), Marketing (M304), and Operations (P304)

- Only open to students in the Business Honors Program.
- All four courses F304, M304, P304 and J304, must be completed with a C or higher in order to meet the requirement for the B.S. in Business.
- Honors I-Core contains a discussion component BUS-I 304 that is a part of the block enrollment and is two credits in lieu of BUS-T 375.
- Business honors students take Z304, Honors Leadership, once they reach junior standing and admission to the business honors program. Z304 must be completed with a C or higher to meet the requirement for the B.S. in Business.

IUB General Education Curriculum

All Kelley School undergraduate students who have matriculated to IU Bloomington, in May 2011 or later, follow the [IUB General Education Curriculum](#).

The Common Ground:

- English Composition: One approved course*
- Mathematical Modeling: One approved course*
- Arts & Humanities: 6 credits of approved courses
- Social and Historical Studies: 6 credits of approved courses*
- Natural and Mathematical Sciences: 6 credits of approved courses (three credits of which must be a natural science course)*
- World Languages and Cultures: Three options to choose from including foreign language study, 6 credits of approved world culture courses or an approved study abroad program.

Exact requirements can be found in the [2018-2019 IUB General Education Bulletin](#).

*May be satisfied by a corresponding I-Core pre-requisite.

Other Required Courses and Credits

- **Macroeconomics: ECON-E 202/S202, 3 cr. (P: E201)** E202 is a required course that may be taken at any time but must be taken prior to graduation and prior to studying abroad with a Kelley program. A passing grade of D- or higher is required for this course to count towards the degree.
- **Ethics & the 21st Century Business Leader: BUS-L 375/L376, 2cr. (P or C: I-Core)** L375 (L376 Honors) may be taken concurrently with I-Core or after I-Core; it must be completed prior to graduation. A passing grade of D- or higher is required for this course to count towards the degree.
- **For students who complete Standard I-Core:**
 - **Strategic Management: BUS-J 375, 3 cr. (P: I-Core)** J375 must be taken after I-Core and prior to graduation. Students cannot receive credit for both J375 and (J304 or J306). A passing grade of D- or higher is required for this course to count towards the degree.
- **For students who complete Honors I-Core:**
 - **Leadership--Honors: BUS-Z 304, 3cr. (P: Junior Standing & Business Honors Student)** Z304 is required for Business Honors students and must be taken prior to graduation. Students may not receive credit for both Z304 and (Z302 or Z370). A passing grade of D-

or higher is required for this course to count towards the degree.

Major Courses

All Kelley students must complete [one of twelve business majors](#), consisting of 15-31 credits. Some students also choose to pursue a co-major in addition to their primary major or to add a second primary major to their course of study. Students should consult with their Kelley academic advisors and career coaches to determine whether/how a second or third major would match their interests or compliment their professional pursuits.

Non-Business Minor Courses

Kelley students are encouraged to pursue minors outside of the business school to further explore their interests and round out their college experiences. Kelley academic advisors and career coaches can help students evaluate how outside minors can add value to their degree.

Supplemental Credits to Reach 120 Graduation Credits

All Kelley students must complete a minimum of 120 credit hours, with an overall GPA of 2.0, in order to be eligible for graduation. Students can consult with their Kelley academic advisor to determine if, after completing all other degree requirements, they need to take additional courses to satisfy this requirement.

Elective and Academic Success Courses

Business Course Electives

- **BUS-X 170, How Business Works (3cr.):** This course will focus on three elements of importance. It will address real and contemporary business organizations/products/issues; it is decision-oriented rather than just a descriptive course; and, the course will emphasize integration and how the various functions of business relate to one another.
- **BUS-X 100, Business Administration, Introduction (3 cr.):** Business administration from the standpoint of the manager of a business firm operating in the contemporary economic, political, and social environment. No credit for juniors or seniors in the Kelley School.
- **BUS-G 100, Business in the Information Age (3cr.):** This course is designed to provide students with an introductory survey of business practices, public policy, and economic information. Major topics include understanding the U.S. economic system, wealth creation, business structures, business ethics, entrepreneurship, key business disciplines, the role of government and the current economic environment both domestic and global.
- **BUS-L 100 Personal Law (3 cr.)** Effects of law on everyday lives. Topics may include family law, criminal offenses and traffic violations, personal injury and property damage claims, employee rights, landlord-tenant law, consumer rights, debt collection, selected real and personal property issues, wills and estates, selected contract law issues, and forms of business organization (partnership, proprietorship, and corporation).

Academic Success Courses Taught by the [School of Education](#):

- **EDUC-X 101, Topic: Learning Strategies for MATH-M 118 (2 credits):** Instruction and guided practice in techniques for learning from printed materials. Emphasis is on gaining information from text and practical retrieval and discussion of concepts. Much of the work is done on an individual basis.
- **EDUC-X 150, Topic: Becoming The Best Student (2 credits):** An academic booster shot for students who need to quickly and drastically ramp-up their performance and increase their academic success in all their classes.
- **EDUC-X 152, Topic: Learning Strategies For Accounting (BUS-A 100) (1 credit):** Students must be co-enrolled in a section of Accounting, BUS-A 100 during the same eight week term.
- **EDUC-X 156, Topic: College and Life Long Learning (2 credits):** This course features peer coaching. Students enrolled in this class will meet once per week as a class and once per week one-on-one with a trained undergraduate peer coach at a time mutually convenient. The peer coach will assist enrolled students with goal setting, academic habits such as time management, and learning about achieving the results they want. Graded S/F. May be repeated.

Kelley Scholarships

Detailed scholarship information can be found online on the [Kelley Undergraduate Scholarship website](#).

Students who are offered direct admission:

If you are an in-state student, once you have been admitted to IU and offered direct admission to Kelley, you may be eligible for the [Kelley Scholars Program](#). This scholarship program provides standard tuition, fees, and a generous living stipend for four years of study in addition to the opportunity to study overseas. Eligible applicants will be invited to apply by the Kelley Admissions Office.

Qualified students may also apply for the [William R. Fry Scholarship Program](#). This scholarship program supplements other IU gift funding to cover standard tuition, fees, and room and board for up to four years. Students are provided an advisor and Fry Scholar mentor to help adjust to college and plan their education. Additionally, the recipients of the scholarship are given preference for the Kelley Living Learning Center.

If you want to be considered for scholarships beyond your first year at Kelley, you must complete the [online application](#) once each spring semester. Thus, in the spring semester of your freshman year, be sure you complete the application. Although the application remains available until September 28, apply between January 1 and April 1 for optimum consideration.

Students seeking standard admission:

Currently enrolled University Division students can [apply for business scholarships](#) at the same time that they apply for admission to Kelley. Scholarship applicants will be considered for Kelley undergraduate scholarships after being formally admitted to the School.

Kelley does not currently offer scholarships to incoming transfer students. Once admitted to Kelley, however, you can apply for undergraduate business scholarships just like any admitted student. The Phi Theta Kappa Scholarship for Indiana residents is currently the only transfer student scholarship available at Indiana University. Please note that this scholarship is not maintained or administered by Kelley; any questions concerning this scholarship should be directed to the [Office of Admissions](#).

Need-based scholarships:

Eligibility for need-based scholarships and federal financial aid is determined by the IU Student Central on Union office. To apply for most types of financial aid, students should complete a Free Application for Federal Student Aid (FAFSA). It is available from high school guidance counselors or at the FAFSA home page: www.fafsa.ed.gov. Students should remember to list IU's federal school code of 001809 as one of the college choices, and be sure to file the FAFSA as soon after January 1 as possible (and definitely before March 10). Information about financial aid procedures is available at <http://studentcentral.indiana.edu/financial-aid/>, or at the Student Central on Union office at (812) 855-6500.

Department of Accounting

Undergraduate Accounting Major

The Bachelor of Science in Business accounting curriculum prepares students for careers in auditing, corporate accounting, consulting, government and not-for-profit organizations, and taxation. The accounting curriculum also provides an excellent foundation for the student who wants to pursue graduate work in business, public administration, or law. Because this curriculum is highly structured—most of the courses must be taken in a certain order—interested students should select this major as soon as possible in order to graduate within four years.

Accounting Major Requirements (31 credits):

Required Grades and GPA: Minimum grade of C in all courses that are prerequisites for subsequent required courses. Minimum grade of C required in BUS-A 325 if taking BUS-A 437. Major GPA of 2.0: GPA includes all courses counting toward the Accounting major (includes supporting major coursework). All 300/400 business courses must be taken on the IU-Bloomington campus, or must be pre-authorized as a part of an approved study abroad program.

- **BUS-A 303**, Communication for Accountants (*Formerly BUS-C 301*)
- **BUS-A 311**, Intermediate Accounting I
- **BUS-A 312**, Intermediate Accounting II
- **BUS-A 325**, Cost Accounting
- **BUS-A 329**, Taxes and Decision Making
- **BUS-A 337**, Accounting Information Systems (cross-listed as BUS-S 400)
- **BUS-A 424**, Audit & Assurance Services
- **BUS-F 303**, Intermediate Investments
- **BUS-F 305**, Intermediate Corporate Finance
- **Accounting elective** (3 credit hours required, select one of the following):
 - **BUS-A 422**, Advanced Financial Accounting I

- **BUS-A 437**, Advanced Management Accounting
 - **BUS-A 440**, Applied Research in Accounting
 - **BUS-A 455**, Topics in Accounting: Financial Statement Analysis and Valuation
- **Elective Finance Courses** (9 credit hours), students are required to take a set of courses in ONE business major other than Accounting. Students are strongly encouraged to take courses in Information systems although other majors in business (e.g. Management, Finance, etc.) may be appropriate based on one's educational goals.

View here for all Accounting courses and view [here](#) for more about the Accounting Department.

CPA & Graduate Accounting Options for Kelley Students:

3/2 Master of Business Administration

The [Master of Business Administration in Accounting \(MBA/A\)](#) is referred to as the "3/2 MBA program" and is designed for Kelley School students majoring in accounting or finance. Students spend three years in undergraduate study at Kelley, apply for admission in the fall of the junior year (or earlier if desired), and then complete two years in graduate study. Students must reach a minimum of 90 credits to be eligible to start the 3/2 MBA. This may require classes in addition to those listed on the planning guide. After completing the 1st year business core, 2nd year students select a concentration in accounting or finance. Graduates take positions in financial services, investment banking, and public accounting (audit, tax). Students earn both a B.S. and an M.B.A degree, as well as satisfying the 150-hour requirement to sit for the CPA exam, if they choose. Admission to the program is competitive. Students interested in the program should meet with an undergraduate business advisor to plan a course of study that includes the necessary prerequisite coursework and stay "MBA ready."

Master of Science in Accounting

The [Master of Science in Accounting \(MSA\)](#) is a one-year graduate accounting degree program open to qualified individuals who have completed a bachelor's degree in business from Indiana University or another accredited college or university. Work experience is not required. MSA students develop valuable advanced skills in a technical accounting curriculum while gaining "real-world" experience in a team-based, corporate-sponsored consulting project. Students take coursework in audit, taxation, or a blend of the two.

CPA

Accounting graduates who meet the requirements of the State Board of Public Accountancy of Indiana are eligible to sit for the [Uniform CPA Examination in Indiana](#). Those who wish to engage in public accounting practice in Indiana as certified public accountants should familiarize themselves with the rules and regulations issued by the Indiana State Board of Public Accountancy, 912 State Office Building, Indianapolis, IN 46204. Most states, including Indiana, now require accounting professionals who wish to be licensed as certified public accountants

to complete 150 credit hours of education. The Kelley School Graduate Accounting Program offers two graduate degrees for individuals who wish to fulfill the education requirements necessary to sit for the CPA examination while preparing for a lucrative career in the accounting profession. Students planning to practice outside Indiana should consult the CPA licensing board in their intended state of residence. More information can be found at www.cpa-exam.org or www.nasba.org.

Department of Business Economics and Public Policy

Business economics is playing an increasingly important role in managerial decision making in the United States and in international settings. Consequently, job opportunities have expanded. Firms are particularly interested in the application of economic thinking, including game theory and predictive data analysis to business strategy. At the same time enterprises have also become increasingly influenced by governmental rules, regulations, and policies. Specifically regulated industries, have a need for individuals qualified to deal with the economic and administrative problems that they encounter as they face increased competition and government scrutiny. The undergraduate majors in business economics and public policy provide students with training in the application of micro- and macroeconomics to problems of strategic business decision making, the effect of governmental policies on the business environment, and data analysis.

The department offers two majors and two co-majors: Economic Consulting, Public Policy Analysis, Sustainable Business (co-major), and Business Analytics (co-major).

Economic Consulting Major

Business economics is playing an increasingly important role in managerial decision making in the United States and abroad as firm strategy is becoming more analytical. The undergraduate major in Economic Consulting provides students with training in the application of micro- and macroeconomics to problems of business decision making and in forecasting techniques. The major focuses on critical thinking, business strategies, and problems solving.

Economic Consulting Major Requirements (21 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Economic Consulting major. All 300/400 business courses must be taken on the IU-Bloomington campus, or must be pre-authorized as part of an approved study abroad program.

- **BUS-G 303**, Game Theory for Business Strategy
- **BUS-G 304**, Managerial Economics
- **BUS-G 345**, Money, Banking and Capital Markets
- **BUS-G 350**, Business Econometrics
- **BUS-G 400**, Capstone in Economic Consulting
- **BUS-G 456**, Non-Market Risk Consulting
- **BUS-G 492**, Data Analysis Using Economic Modeling

Public Policy Analysis Major

The major in Public Policy Analysis provides students with training in the application of micro- and macroeconomics to the analysis of the effect of governmental policies, international capital markets and terms of trade on the business environment.

Public Policy Analysis Major Requirements (18 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Public Policy Analysis major. All 300/400 business courses must be taken on the IU-Bloomington campus, or must be pre-authorized as a part of an approved study abroad program.

- **BUS-G 303**, Game Theory for Business Strategy
- **BUS-G 304**, Managerial Economics
- **BUS-G 345**, Money, Banking and Capital Markets
- **BUS-G 350**, Business Econometrics
- **BUS-G 406**, Business Enterprise and Public Policy
- **BUS-G 494**, Public Policy and the International Economy

View here for a full list of Economic Consulting & Public Policy courses.

Sustainable Business Co-Major:

Firms are increasingly facing added pressures to employ more sustainable business practices. Thus, employers are placing added weight on recruiting employees that have perspective on integrating sustainability into corporate strategy. The Sustainable Business co-major takes an interdisciplinary approach, drawing on faculty and courses from several Kelley departments, as successful sustainable business strategy is implemented across all the functional areas of business. In this regard, the Sustainable Business co-major is designed for students who wish to complement a functional area of business with a strong background in sustainable business strategy and implementation.

Sustainable Business Co-Major Requirements (15 credits):

Required Grades and GPA: Major GPA of 2.0 or higher – GPA includes all courses counting toward the co-major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Note: Sustainable Business is a second major only. It must be declared in conjunction with another Kelley academic major.

Required Courses:

- **BUS-G 316**, Sustainable Enterprise
- **BUS-G 456**, Non-Market Risk Consulting

Electives for a total of 9 credits. A maximum of one non-business course may be counted:

Business Elective Options (choose 6-9 credit hours):

- **BUS-G 406**, Business Enterprise and Public Policy
- **BUS-M 360**, Topics in Marketing: Sales for Social Impact
- **BUS-L 302**, Sustainability Law and Policy
- **BUS-L 355**, Topics in Business Law: Business and Global Poverty Alleviation

- **BUS-P 316**, Sustainable Operations
- **BUS-W 316**, Sustainable Business Reports

Non-Business Elective Options (choose 0-3 credit hours):

- **GEOG-G 315**, Environmental Conservation
- **GEOG-G 448**, Capitalism and Nature
- **SOAD-D 203**, Green Building Concepts and Technologies
- **SOAD-M 416**, Sustainability in Product: Fashion Design, Merchandising, and Retailing
- **SPEA-E 363**, Environmental Management
- **SPEA-V 450**, Contemporary Issues in Public Affairs
- **SPH-O 360**, Human Health and Natural Environments

Business Analytics Co-Major:

As data and analytical software continue to proliferate and improve, businesses are increasingly relying on business analytics to gain a competitive advantage or to just keep up with the competition. The business analytics co-major is designed to provide Kelley students the opportunity to complement their primary major with advanced business analytics skills, allowing them to better integrate data insights into their analyses and decision-making. The Business Analytics Co-Major can be paired with any other Kelley School of Business undergraduate major.

Business Analytics Co-Major Requirements (15 credits):

Required Courses:

- **BUS-G 350**, Business Econometrics
- **BUS-G 492**, Data Analysis using Economic Modeling
- **BUS-K 327**, Deterministic Models in Operations Research
- **BUS-K 353**, Business Analytics and Modeling

Elective Courses (choose 3 credits):

- **BUS-A 437**, Advanced Management Accounting
- **BUS-F 335**, Security Trading and Market Making
- **BUS-F 420**, Equity and Fixed Income
- **BUS-F 421**, Derivative Securities and Corporate Risk Management
- **BUS-G 303**, Game Theory for Business Strategy*
- **BUS-M 303**, Marketing Research
- **BUS-M 346**, Analysis of Marketing Data
- **BUS-M 455**, Topic: CRM and Digital Analytics
- **BUS-P 481**, Supply Chain Planning and Analytics*
- **BUS-S 326**, Web and Social Media Analytics

Full course descriptions can be viewed here: Accounting, Finance, Business Economics and Public Policy, Operations and Decision Technologies, Business Law and Ethics, Marketing and Management and Entrepreneurship.

*G303 may not be used as an elective by Economic Consulting or Public Policy majors. P481 may not count as an elective for Information Systems majors or Technology Management co-majors.

Department of Business Law and Ethics

The course offerings of the [Department of Business Law & Ethics](#) acquaint students with the two of the most important external factors affecting business decisions: law and ethics. These courses provide an understanding of the nature, functions, and practical operation of the legal system. They also provide considerable information about the most important substantive legal rules facilitating and restricting business conduct. Finally, they help develop critical thinking and ethical reasoning skills and an appreciation of the social, ethical, and economic forces that affect business. The Department of Business Law and Ethics offers one co-major and a variety of courses in business law.

Law, Ethics, & Decision-Making Co-Major Requirements (12 credits):

Required Grades and GPA: Grade of C or higher for each course counting toward the Law, Ethics, & Decision-Making Co-major. Major GPA of 2.0 or higher – GPA includes all courses counting toward the Law, Ethics, & Decision-Making Co-major.

Note: Law, Ethics, & Decision-Making is a second major only. It may not be declared in conjunction with the Legal Studies Major.

Required Coursework:

- **BUS-L 304**, Critical Thinking, Decision-Making & Advocacy
- **BUS-L 305**, Business Planning & Corporate Law
- **BUS-L 360**, Topics in Business Ethics

Required Capstone:

- **BUS-L 413**, Applied Dispute Resolution (1.5 credit hours)

Elective Credits Managing Legal Risks and Opportunities (6 credit hours):

Global Elective Credits (3-6 credits; Students must complete at least one course from the list below):

- **BUS-L 302**, Sustainability Law & Policy
- **BUS-L 314**, International Business Law
- **BUS-L 356**, Intellectual Property Law & Strategy in a Global Environment
- **BUS-L 355/BUS-L 455**, Topics in Business Law and Ethics with Global Designation

Additional Elective Credits Options (0-3 credits)

- **BUS-L 307**, Forms of Business & Commercial Finance Law
- **BUS-L 311**, Law for Entrepreneurs
- **BUS-L 315**, The Business and Law of Entertainment and Sports
- **BUS-L 350**, Online Law
- **BUS-L 355/BUS-L 455**, Topics in Business Law and Ethics (non-global designation)
- **BUS-L 406**, Employment Problems and the Law
- **BUS-L 408**, Real Estate Law
- **BUS-M 429**, Legal Aspects of Marketing

View here for a list of all Business Law & Ethics courses.

Department of Finance

The Finance department offers two majors: Finance and Real Estate. Students in both majors are required to complete the "Finance Core," which consists of two courses: BUS-F 303 Intermediate Investments and BUS-F 305 Intermediate Corporate Finance. This core provides a solid depth of knowledge and serves as a foundation for all of the 400-level finance electives.

Finance Major

The Finance major prepares students for careers in finance, including positions in seven subfields: Corporate Finance, Investments, International Finance, Financial Planning/Wealth Management, Banking, Entrepreneurial Finance, and Data Analytics. For more information about the Finance Department, please view [here](#).

Finance Major Requirements (24 credits):

Required Grades & GPA: Major GPA of 2.0 or higher – GPA includes all courses counting toward the Finance major; a grade of C- or better in BUS-F 303 and BUS-F 305 is required. Accounting Department prerequisites and minimum grade requirements apply to all ACTG courses required for the Finance major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as part of an approved study abroad program.

Required courses (12 credit hours):

- **BUS-F 303**, Intermediate Investments
- **BUS-F 305**, Intermediate Corporate Finance
- **BUS-A 310**, Management Decisions and Financial Reporting
- **BUS-A 324**, Cost Management

Accounting Elective (3 credit hours):

- **BUS-A 327**, Tax Analysis
- **BUS-A 329**, Taxes and Decision Making
- **BUS-A 455**, Financial Statement Analysis and Valuation
- **BUS-A 422**, Advanced Financial Accounting I

Finance Electives (12 credit hours total; at least 6 credits must be at the 400+ level)

- **BUS-F 307**, Working Capital Management
- **BUS-F 317**, Venture Capital and Entrepreneurial Finance
- **BUS-F 335**, Security Trading and Market Making
- **BUS-F 365**, Personal Financial Planning
- **BUS-F 369**, Insurance, Risk Management, and Retirement Planning
- **BUS-F 402**, Corporate Financial Strategy and Governance
- **BUS-F 419**, Behavioral Finance
- **BUS-F 420**, Equity and Fixed Income Investments
- **BUS-F 421**, Derivative Securities and Corporate Risk Management
- **BUS-F 424**, Personal Wealth Management
- **BUS-F 446**, Banking and Financial Intermediation
- **BUS-F 455**, TOPIC: Financial Data Analytics
- **BUS-F 494**, International Finance
- **BUS-G 345**, Money, Banking and Capital Markets

Permitted Substitutions (advantageous for students also majoring in accounting):

- Completion of both **BUS-A 311** and **BUS-A 312** (combined) may substitute for **BUS-A 310** and **3.0 credit hours of a 400-level finance elective**. Credit is given for only one of BUS-A 310 or (BUS-A 311 and/or BUS-A 312). Students who take BUS-A 311 without BUS-A 312 still need to complete BUS-A 310
- **BUS-A 325** may substitute for **BUS-A 324** and (**BUS-A 327**, **BUS-A 329**, **BUS-A 420**, or **BUS-A 422**)
- **ECON-E 305** may substitute for **BUS-G 345**.

Real Estate Major

The Real Estate major prepares students for careers in corporate real estate, investment analysis, appraising, financing, mortgage banking, property management, and residential and commercial properties marketing. The curriculum emphasizes analytic techniques applicable to real estate (BUS-R 305), appraisal methods (BUS-R 440), and the decision-making process for acquiring, financing, and managing income-producing properties (BUS-R 443). Please view [here](#) for mor information about the Real Estate curriculum.

Real Estate Major Requirements (24 credit hours):

Required Grades & GPA: Major GPA of 2.0 or higher required – GPA includes all courses counting toward the Real Estate major. Students who have not achieved a grade of C- in BUS-F 303 and/or BUS-F 305 will be unable to proceed with 400-level finance courses.

Required Courses (21 credit hours):

- **BUS-A 310**, Management Decisions and Financial Reporting
- **BUS-F 303**, Intermediate Investments
- **BUS-F 305**, Intermediate Corporate Finance
- **BUS-L 408**, Real Estate Law
- **BUS-R 305**, Introduction to Real Estate Analysis
- **BUS-R 440**, Real Estate Appraisals
- **BUS-R 443**, Real Estate Finance and Investment Analysis

Elective Courses (3 credit hours):

- **BUS-A 329**, Taxes and Decision Making
- **BUS-F 307**, Working Capital Management
- **BUS-F 317**, Venture Capital and Entrepreneurial Finance
- **BUS-F 335**, Security Trading and Market Making
- **BUS-F 365**, Personal Financial Planning
- **BUS-F 369**, Insurance, Risk Management, and Retirement Planning
- **BUS-F 402**, Corporate Financial Strategy and Governance
- **BUS-F 419**, Behavioral Finance
- **BUS-F 420**, Equity and Fixed Income Investments
- **BUS-F 421**, Derivative Securities and Corporate Risk Management
- **BUS-F 424**, Personal Wealth Management
- **BUS-F 446**, Banking and Financial Intermediation
- **BUS-F 455**, TOPIC: Financial Data Analytics
- **BUS-F 494**, International Finance

- **BUS-G 345**, Money, Banking and Capital Markets

Permitted Substitutions: BUS-A 311 and BUS-A 312 = BUS-A 310 plus 3 credit hours in a Real Estate elective.

Note: Students who take BUS-A 311 without BUS-A 312 still need to complete BUS-A 310 plus 3 credit hours of a Real Estate elective.

Department of Management and Entrepreneurship

[The Department of Management and Entrepreneurship](#)

encompasses the areas of management and organizations, human resource management, organizational behavior, strategic management, entrepreneurship, corporate innovation, and international business. The department offers majors in Entrepreneurship and Corporate Innovation, International Business, and Management.

The Management Major provides students with a broad-based background that is particularly helpful as a second major for students already majoring in a specific functional or technical area (e.g., accounting, finance, operations, etc.). The Entrepreneurship and Corporate Innovation Major is aimed at two types of students: those who wish to start their own firms (i.e., Entrepreneurship) and those who wish to work in innovation areas at existing firms (e.g., a new start-up at a large firm). Finally, the International Business Co-major is available for students who wish to be involved in global management, either working abroad in global firms or working for US firms in areas that support their international operations.

Entrepreneurship and Corporate Innovation Major

The Kelley School of Business, recognizing the contributions of entrepreneurs and the interest shown by students, offers an entrepreneurship and corporation innovation major. This major focuses on the special skills and knowledge needed by entrepreneurs, managers of small and medium-sized firms, and innovators within corporate contexts.

Entrepreneurship and Corporate Innovation Major Requirements (18 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Entrepreneurship major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Required courses (15 credit hours):

- **BUS-BE 232:**
 - **BUS-W 232**, Venture Ideas
 - **BUS-W 233**, Venture Models
- **BUS-W 313**, New Venture Planning
- **BUS-W 406**, Venture Growth Management
- **BUS-W 420**, Corporate Venturing
- **BUS-F 317**, Venture Capital and Entrepreneurial Finance

Elective (3 credits from the following options):

- **BUS-A 310**, Management Decisions and Financial Reporting
- **BUS-F 307**, Working Capital Management

- **BUS-F 402**, Corporate Financial Strategy and Governance
- **BUS-G 303**, Game Theory for Business Strategy
- **BUS-BE 411**:
 - **BUS-J 411**, Analysis of Business Decisions and
 - **BUS-J 420**, Advanced Case Analysis & Effective Consulting Presentations
- **BUS-L 311**, Law for Entrepreneurs
- **BUS-M 303**, Marketing Research
- **BUS-M 360**, Sales for Social Impact
- **BUS-W 212**, Exploring Entrepreneurship (NOTE: *Must be taken before I-Core to count as an elective for Entrepreneurship major*)
- **BUS-W 409**, Practicum in Entrepreneurship
- **BUS-Z 340**, Introduction to Human Resources
- **BUS-Z 404**, Effective Negotiations
- **BUS-Z 447**, Leadership, Teamwork and Diversity

International Business Co-Major

U.S. firms have progressed far beyond the comparatively simple stage of import-export operations in response to new and dynamic patterns of international business. Many companies are becoming multinational, with production units in numerous foreign countries. Many foreign entities also operate in the United States. For these reasons, private enterprise in the U.S. has become more intimately concerned not only with international business but also with the underlying economic, political, and social trends of foreign nations. The multidisciplinary international business co-major focuses on these developments. As a co-major, International Business must be declared in conjunction with another Kelley business major.

International Business Co-Major Requirements (15 credit hours):

Required GPA: Major GPA of 2.0 or higher – GPA includes all courses counting toward the International Business major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Required courses (6 credit hours):

- **BUS-D 311**, Global Management
- **BUS-D 312**, Building Managerial Cross Cultural Competencies

Cross-Cultural Awareness (Required: Must meet one of the following criterias:)

- Demonstrate foreign language proficiency at the 4th semester college level by successfully completing a 4th semester college level by one of the following:
 - Testing into a 300 or higher level language course such as: HISP-S 280/300 or EALC-C 301
 - Successfully completing a 4th semester or higher level course in a foreign language
 - NOTE: If an international student for whom English is not the first language, demonstrates English proficiency by completing all required SLST courses and completing ENG-W 131 and BUS-C 204 with a grade of C or higher.

- Complete an approved semester or summer study abroad program of at least six credits.
- Complete a total of six credits in two or more approved, short-term, Kelley International Study Programs (BUS P256, G256, X272, D496 and M360 are pre-approved short term courses that will apply to the cross cultural awareness requirement, but not necessarily the elective requirement for the co-major).

Electives (9 credit hours):

- Foreign Language Course Credit (4th semester or higher)*
- Approved BUS course(s) in a Kelley Study Abroad Program (can count up to 9 credits of coursework)
- **BUS-D 490**, Independent Study in International Business
- **BUS-D 496**, Foreign Study in Business
- **BUS-M 360**, Topics in Marketing: Sales for Social Impact
- **BUS-P 256**, Business in the Flat World (India course & trip)
- **BUS-X 480**, Professional Practice Abroad
- **BUS-F 494**, International Finance
- **BUS-G 494**, Public Policy and the International Economy
- **BUS-L 314**, International Business Law
- **BUS-M 401**, International Marketing
- Additional electives outside of the Kelley School of Business with an international focus in business or economics as approved by the Kelley Petitions Committee (ksbpetn@indiana.edu)

Elective requirement: At least 3 credit hours of International Business electives must be a BUS course(s).

*Foreign language course may double count for IUB General Education World Language (WLC) requirement. May also double count to satisfy cross-cultural awareness requirement for this co-major.

Management Major

Society recognizes the importance of developing management skills and understanding the complex nature of the organizations under which managers operate, including business firms, government agencies, hospitals, universities and nonprofit organizations. Some courses offered in this major are concerned with broad aspects of management such as the development of strategic plans and the organization designs and human resources needed to support them. Other courses in this major focus on learning leadership skills needed to motivate individuals and guide teams in support of organizational goals. The Management Major is especially useful as a second major to students who have a first major in a technical or functional area (e.g., accounting, business economics, finance, etc.) and hope to eventually become managers in their fields, in which case they will need the management skills necessary to lead teams and motivate their subordinates.

Management Major Requirements (18 credit hours):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Management major. All 300/400 business courses must be taken on the IU-

Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Required courses (12 credit hours):

- **BUS-Z 340**, Introduction to Human Resources
- **BUS-W 430**, Organizations and Organizational Change
- **BUS-Z 447**, Leadership, Teamwork and Diversity
- **BUS-BE 411**:
 - BUS-J 411, Analysis of Business Decisions and
 - BUS-J 420, Advanced Case Analysis & Effective Consulting Presentations

Electives (6 credits total with at least one course from Group A):

- Group A (3-6 credit hours):
 - **BUS-D 311**, Global Management
 - **BUS-D 312**, Building Managerial Cross Cultural Competencies
 - **BUS-W 212**, Exploring Entrepreneurship (*will not double count for Entrepreneurship major unless taken prior to I-Core*)
 - **BUS-BE 232**:
 - BUS-W 232, Venture Ideas
 - BUS-W 233, Venture Models
 - **BUS-Z 355**, Topics in Management
 - **BUS-Z 404**, Effective Negotiations
- Group B (0-3 credit hours)
 - **BUS-A 325**, Cost Accounting
 - **BUS-F 402**, Corporate Financial Strategy and Governance
 - **BUS-G 303**, Game Theory for Business Strategy
 - **BUS-L 406**, Employment Problems and the Law
 - **BUS-M 303**, Marketing Research
 - **BUS-P 320**, Supply Chain Management Sourcing

Department of Marketing

Marketing Major

The marketing curriculum provides comprehensive training for students so they can approach problems with a clear understanding both of marketing and of the interrelationships between marketing and other functions of the firm. Marketing majors include students planning careers in marketing management, professional sales, corporate retailing, marketing research, brand management, and advertising. Students may pursue within the curriculum a modest degree of specialization in the area of their vocational interest. Additional information about the [Marketing Department](#) can be found here.

Marketing Major Requirements (21 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Marketing major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program. *Students planning to double major in Marketing and Professional Sales,*

please see special combined major sheet for specific requirements.

Required courses (9 credit hours):

- **BUS-M 303**, Marketing Research
- **BUS-M 344**, Creativity and Communication
- **BUS-M 346**, Analysis of Marketing Data

Electives (9 credit hours required):

- **BUS-M 255**, Marketing in Our World Today (if taken prior to I-Core)
- **BUS-M 330**, Consultative Selling*
- **BUS-M 360**, Sales for Social Impact
- **BUS-M 401**, International Marketing
- **BUS-M 405**, Consumer Behavior
- **BUS-M 407**, Business-to-Business Marketing
- **BUS-M 414**, Retail Analytics
- **BUS-M 415**, Advertising and Integrated Marketing Communications
- **BUS-M 419**, Retail Strategy
- **BUS-M 422**, New Product Development
- **BUS-M 426**, Sales Management*
- **BUS-M 428**, Topics in Marketing: CRM and Digital Analytics**
- **BUS-M 429**, Legal Aspects of Marketing
- **BUS-M 431**, Brand Management
- **BUS-M 432**, Digital Marketing**
- **BUS-M 355**, Topics in Marketing: Retail Merchandising
- **BUS-M 455**, Topics in Marketing: Consumer Research Practicum
- **BUS-M 455**, Topics in Marketing: Pricing

Final Required Course: Should be taken in final term (3 credits):

- **BUS-M 450**,

Marketing Strategy

*May not double count for Professional Sales Major.

**May not double count for Digital and Social Media Business Applications co-major.

Professional Sales Major

Professional sales is the most common career entry point for marketing graduates. Sales is a top-ranked career for a number of other disciplines outside of marketing. Marketing at Kelley has always had a strong presence in professional sales. The curriculum provides a blend of skills- and project-based courses to prepare students for their career aspirations.

Professional Sales Major Requirements (21 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Professional Sales major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program. Students planning to double major in Marketing and Professional Sales, please see special combined major requirements [here](#).

Required courses (15 credit hours):

- **BUS-M 303**, Marketing Research

- **BUS-M 330**, Consultative Selling (may not double count for Marketing major)
- **BUS-M 344**, Creativity and Communication
- **BUS-M 346**, Analysis of Marketing Data
- **BUS-M 426**, Sales Management (may not double count for Marketing major)

Elective (3 credit hours required):

- **BUS-M 360**, Sales for Social Impact*
- **BUS-M 407**, Business-to-Business Marketing
- **BUS-M 436**, Advanced Professional Sales Practicum
- **BUS-Z 404**, Effective Negotiations

Final Required Course: Should be taken the final term (3 credit hours):

- **BUS-M 450**, Marketing Strategy

* Application and enrollment permission through Kelley Study Abroad required. Course includes required travel over Spring Break.

Digital and Social Media Business Applications Co-Major

What is digital and social media? Digital media are any [media](#) that are encoded in a [machine-readable](#) format. This includes [digital imagery](#), [digital video](#), [video games](#), web pages/websites, [social media](#), data and databases, [digital audio](#), and [e-books](#) (Wiki). Social media are [computer-mediated](#) tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in [virtual communities](#) and [networks](#) (Wiki).

Digital and Social Media Business Applications Co-Major Requirements (12 credit hours):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Digital & Social Media Business Applications co-major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Note: Digital & Social Media Business Applications is a second major only. It must be declared in conjunction with another Kelley major (not with another co-major). Students planning to add this co-major to Marketing may not double count the required courses for the co-major as electives for the Marketing major.

Required courses (9 credit hours):

- **BUS-M 432**, Digital Marketing*
- **BUS-M 428**, Topics in Marketing: CRM and Digital Analytics*
- **BUS-S 326**, Web and Social Media Analytics

Elective (3 credit hours required):

- **BUS-M 429**, Legal Aspects of Marketing
- **BUS-L 356**, Intellectual Property Law & Strategy in a Global Environment
- New Elective from Business Economics, Management, etc.
- New Elective from outside of Kelley

*May not double count as an elective for the Marketing Major.

Department of Operations and Decision Technologies

Information about the Department of Operations and Decision Technologies can be found [here](#).

Information Systems Major

The information systems (IS) major focuses on information technology (IT) and process issues for operating and managing large, distributed global businesses: integrating business with systems, designing processes as well as the associated data, managing the IT infrastructure, and developing business applications.

Information Systems Major Requirements (24 credits):

Required Grades & GPA: Grade of C- or higher in each course counting toward the major. Major GPA of 2.0 or higher – GPA includes all courses counting toward the INFOSYS major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Required courses (15 credit hours):

- **BUS-S 302**, Management Information Systems
- **BUS-S 305**, Technology Infrastructure
- **BUS-S 307**, Data Management
- **BUS-S 310**, Systems Analysis and Project Management
- Application Development course:
 - **BUS-S 308**, Business Application Development **OR**
 - **BUS-S 428**, Advanced Business Application Development (for students with a strong programming background)

Electives (9 credit hours required; ODT recommends but does not require that students choose 9 credits within one of the following tracks):

Track 1: Information Management

- **BUS-K 353**, Business Analytics and Modeling
- **BUS-P 481**, Supply Chain Planning and Analytics
- **BUS-S 326**, Web and Social Media Analytics
- **BUS-S 355**, Topics in Information Systems: Business Data Programming
- **BUS-S 433**, Information Systems Security
- **BUS-S 400**, Integration of Systems and the Business (not available to Accounting majors)

Track 2: Application Development

- **BUS-K 315**, Business Process Management
- **BUS-K 360**, VB for Applications & Application Integration
- **BUS-S 355**, Experimental Course in INFOSYS: Business Data Programming
- **BUS-S 428**, Advanced Business Application Development (if used as a required course, it may not count as an elective)

Track 3: Process Management

- **BUS-K 315**, Business Process Management

- **BUS-P 481**, Supply Chain Planning and Analytics
- **BUS-P 429**, Operations Processes
- **BUS-S 400**, Integration of Systems and the Business (not available to Accounting majors)

Technology Management Co-Major

The technology management co-major enhances understanding of information systems and the roles they play in areas such as customer relationship management, accounting, and financial systems. It complements skill sets in diverse fields such as finance, accounting, marketing, or management. As a co-major, TM must be declared in conjunction with another Kelley business major.

Technology Management Co-Major Requirements (12 credit hours):

Required Grades and GPA: Grade of C- or higher in each course counting toward the major. Major GPA of 2.0 or higher – GPA includes all courses counting toward the major. All 300/400 level business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

Required Courses (9 credit hours):

- **BUS-S 302**, Management Information Systems
- **BUS-S 307**, Data Management
- **BUS-S 310**, Systems Analysis and Project Management

Electives (3 credit hours required):

- **BUS-K 315**, Business Process Management*
- **BUS-K 353**, Business Analytics and Modeling
- **BUS-K 360**, VB for Applications & Application Integration
- **BUS-P 429**, Operations Processes
- **BUS-P 481**, Supply Chain Planning and Analytics
- **BUS-S 305**, Technology Infrastructure
- **BUS-S 308**, Business Application Development
- **BUS-S 310**, Systems Analysis and Project Management*
- **BUS-S 326**, Web and Social Media Analytics
- **BUS-S 355**, Experimental Course in INFOSYS: Business Data Programming
- **BUS-S 400**, Integration of Systems and the Business (sub BUS-A 337)**
- **BUS-S 428**, Advanced Business Application Development***
- **BUS-S 433**, Information Systems Security

*Only counts as an elective if not used as a required course

** BUS-S 400 will not count as a supporting major course for Accounting majors.

*** Students with a background or prior coursework in computer programming may request permission for a prerequisite exception in order to take BUS-S 428; contact the [ODT Department](#) for more information.

Supply Chain Management Major

The supply chain management major equips students with organizational and analytical skills to help deliver the right product or service to the right place at the right time.

Supply chain managers often work across organizational boundaries and with partners spanning the globe.

Supply Chain Major Requirements (21 credit hours):

Required Grades & GPA: Grade of C- or higher in each course counting toward the major. Major GPA of 2.0 or higher – GPA includes all courses counting toward the Supply Chain Management major. All 300/400 level business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program. **The Supply Chain Management Major may not be declared in conjunction with the Operations Management Major.**

Required courses (15 credit hours):

- **BUS-P 320**, Supply Chain Management: Sourcing
- **BUS-P 421**, Supply Chain Management
- **BUS-P 429**, Operations Processes
- **BUS-P 431**, Supply Chain Management: Logistics and Distribution
- **BUS-P 481**, Supply Chain Planning and Analytics

Electives (6 credits hours):

- **BUS-A 325**, Cost Accounting
- **BUS-F 305**, Intermediate Corporate Finance
- **BUS-F 307**, Working Capital Management
- **BUS-K 315**, Business Process Management
- **BUS-K 327**, Deterministic Models of Operations Research
- **BUS-K 353**, Business Analytics and Modeling
- **BUS-M 303**, Marketing Research
- **BUS-M 346**, Analysis of Marketing Data
- **BUS-P 316**, Sustainable Operations
- **BUS-P 356**, Lean Six Sigma
- **BUS-P 455**, Topics in Operations: Supply Chain Practicum
- **BUS-S 305**, Technology Infrastructure
- **BUS-S 307**, Data Management
- **BUS-S 326**, Web and Social Media Analytics
- **BUS-S 400**, Integration of Systems and the Business (sub BUS-A 337)*
- **BUS-Z 404**, Effective Negotiations

* BUS-S 400 will not count as a supporting major course for Accounting majors.

Operations Management Major

The Operations Management major allows students to tailor their interests in either line or staff positions in concert with any firm or industry including manufacturing, consulting, distribution and financial operations. The Operations Management major offers career opportunities in consulting or in corporate positions in specialties such as strategic planning, merchandising, materials management, financial management, and audit and quality assurance. It is a perfect complement as a second major to functional areas such as finance, accounting, and marketing.

Operations Major Requirements (15 credit hours):

Required Grades & GPA: Grade of C- or higher in each course counting toward the major. Major GPA of 2.0 or higher – GPA includes all courses counting toward the Operations major. All 300/400 business courses must be taken on the IU-Bloomington campus or must

be pre-authorized as part of an approved study abroad program. The Supply Chain Management Major may not be declared in conjunction with the Operations Management Major.

Required courses (9 credit hours):

- **BUS-P 320**, Supply Chain Management: Sourcing
- **BUS-P 421**, Supply Chain Management
- **BUS-P 429**, Operations Processes

Electives (6 credits hours required):

- 300-level Accounting course:
 - **BUS-A 311**, Intermediate Accounting I OR
 - **BUS-A 310**, Management Decisions & Financial Reporting
- **BUS-A 325**, Cost Accounting
- **BUS-F 305**, Intermediate Corporate Finance
- **BUS-F 307**, Working Capital Management
- **BUS-K 315**, Business Process Management
- **BUS-K 327**, Deterministic Models of Operations Research
- **BUS-K 353**, Business Analytics and Modeling
- **BUS-M 303**, Marketing Research
- **BUS-M 346**, Analysis of Marketing Data
- **BUS-P 316**, Sustainable Operations
- **BUS-P 356**, Lean Six Sigma
- **BUS-P 431**, Supply Chain Management: Logistics and Distribution
- **BUS-P 455**, Topics in Operations: Supply Chain Practicum
- **BUS-S 305**, Technology Infrastructure
- **BUS-S 307**, Data Management
- **BUS-S 326**, Web and Social Media Analytics
- **BUS-S 400**, Integration of Systems and the Business (sub BUS-A 337)*
- **BUS-Z 404**, Effective Negotiations

*BUS-S 400 will not count as a supporting major course for Accounting majors.

Business Analytics Co-Major:

The business analytics co-major provides undergraduate students the opportunity to complement their primary major with advanced business analytics skills, allowing them to better integrate data-driven insights into their analyses and decision-making. This co-major can be paired with any other Kelley School of Business undergraduate major.

Business Analytics Co-Major Requirements (15 credits):

Required Grades & GPA: Major GPA of 2.0 or higher - GPA includes all courses counting toward the major. All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program.

NOTE: Business Analytics is a second major only. It must be declared in conjunction with another Kelley major (not with another co-major). More information about the Business Analytics Co-Major can be found with the Departments of [Operations & Decision Technologies](#) and [Business Economics & Public Policy](#).

Required Courses (12 credit hours):

- **BUS-G 350**, Business Econometrics
- **BUS-G 492**, Data Analysis using Economic Modeling
- **BUS-K 327**, Deterministic Models in Operations Research
- **BUS-K 353**, Business Analytics and Modeling

Elective Courses (3 credit hours):

- **BUS-A 437**, Advanced Management Accounting
- **BUS-F 335**, Security Trading and Market Making
- **BUS-F 408**, Real Options and Strategic Capital Investment
- **BUS-F 420**, Equity and Fixed Income
- **BUS-F 421**, Derivative Securities and Corporate Risk Management
- **BUS-G 303**, Game Theory for Business Strategy*
- **BUS-M 303**, Marketing Research
- **BUS-M 346**, Analysis of Marketing Data
- **BUS-M 455**, Topic: CRM and Digital Analytics
- **BUS-P 481**, Supply Chain Planning and Analytics*
- **BUS-S 326**, Web and Social Media Analytics

*G303 may not be used as an elective by Economic Consulting or Public Policy majors. P481 may not count as an elective for Information Systems majors or Technology Management co-majors.

Majors by Department

The Kelley School of Business has 12 academic majors and 6 co-majors. All students must declare at least one major in order to earn a B.S. in Business. Co-majors are optional and may not be declared without an academic major. Students can declare up to three total majors and/or co-majors.

All 300/400 business courses must be taken on the IU-Bloomington campus or must be pre-authorized as a part of an approved study abroad program. For required grades and GPA, please review the specific major in question.

- Department of Accounting
 - Accounting
- Department of Business Economics and Public Policy (BEPP)
 - Economic Consulting
 - Public Policy Analysis
 - Business Analytics co-major*
 - Sustainable Business co-major
- Department of Business Law and Ethics
 - Law, Ethics, and Decision-Making co-major (LEAD)
- Department of Finance
 - Finance
 - Real Estate
- Department of Management and Entrepreneurship
 - Entrepreneurship and Corporate Innovation
 - Management
 - International Business co-major
- Department of Marketing

- Marketing
- Professional Sales
- Digital and Social Media Business Applications co-major
- Department of Operations and Decision Technologies (ODT)
 - Information Systems
 - Operations Management
 - Supply Chain Management
 - Technology Management
 - Business Analytics co-major*

*Business analytics co-major is a joint co-major owned by both BEPP and ODT.

Cross Campus Customized Entrepreneurship Certificate

About the Certificate

The Cross Campus Entrepreneurship Certificate is offered to IU Bloomington students outside the School of Business. The program has three required courses and two elective courses. Student learn the basic issues involved with entrepreneurship while tailoring the program to their particular area of interest.

Qualifications

- Sophomore standing or higher at the IU Bloomington campus
- GPA of 3.0 or higher
- Provide a written application to the program relating the reason for pursuing the certificate
- Recommendation from undergraduate program director from specific college or school
- Interview with Executive Director of the Johnson Center for Entrepreneurship & Innovation

Required Coursework

- BUS-W 212, Exploring Entrepreneurship
- BUS-W 300, New Venture Management
- BUS-BE 232, Venture Ideas & Venture Models
- Customized Electives (6 credit hours)

Co-curricular Activities:

100 points can be earned as "Experiential Credit" (yields 3 credits)

Examples include:

- Attendance at approved (by host school) conference or seminar event (10 pts)
- Collective attendance (8 events on campus initiative programs--Jacob's School of Music JumpStart) (100 pts)
- Participation in solo performances or presentations (20 pts)
- Participation in the IU IDEA Competition (25 pts)

More information on completing the certificate can be provided at the Johnson Center for Entrepreneurship & Innovation, Godfrey Graduate & Executive Education Center, Suite 2050

Bachelor of Science in Music and an Outside Field in Entrepreneurship

The Bachelor of Science in Music with an Outside Field in Entrepreneurship focuses on two major themes: (1) innovative career development in music and the arts, and (2) an infusion of entrepreneurial thinking for the purpose of generating greater cultural leadership among music students. A total of 27 credit hours must be completed for the "Outside Field in Entrepreneurship".

- C or higher required in BUS-K 201
- Overall GPA of 2.0 in all courses required for the Outside Field in Entrepreneurship
- All 300 and 400 level course work must be completed on the IU-Bloomington campus, with the exception of BUS-Z 302.
- With the exception of Z302, all 300 and 400 level course work must be completed on the IU-Bloomington campus. **No courses** may be taken in a self-paced, independent study format. One course for the business minor can be taken on an IU-approved study abroad program, where available.
- Course Requirements:
 - BUS-A 200
 - BUS-K 201
 - BUS-L 311 (preferred) OR BUS-L 201
 - BUS-F 300 OR BUS-P 300
 - BUS-M 300
 - BUS-J 306 OR BUS-Z 302
 - BUS-G 300 OR ECON-E 201
 - BUS-W 212
 - BUS-W 300

Johnson Center for Entrepreneurship & Cultural Leadership (JCECL)

The talented students emerging from the world renowned Jacobs School of Music certainly have opportunities in major orchestras or other national outlets; however, the School has expressed the need to educate music students on entrepreneurial principles as so many will be using their special talents "on their own," creating two avenues to pursue: further development in the arts for the state; and business development in the music fields that receive little focus.

The Johnson Center for Entrepreneurship & Cultural Leadership is being developed for the near future. This program will offer students in the musical arts an opportunity to learn some of the business and entrepreneurial principles necessary to enhance their careers.

Minor in Business

The 21-credit Minor in Business is intended for non-business majors who have personal or career goals that will be reinforced by business coursework. The Business Minor is declared in the school of the student's major. It is the student's responsibility to contact their major department for the department's procedure.

A complete list of all Kelley School of Business Minors and Certificates can be found [here](#).

Requirements for the Minor in Business are:

- Complete 26 or more credit hours of college work that counts toward graduation and be admitted to an appropriate degree-granting school at IU Bloomington.
- **Grade & GPA Requirements** (*Consult with an advisor in your school to ensure you are meeting all requirements for outside minors*):
 - C or higher in BUS-K 201
 - C- or higher in all other minor courses
 - Overall GPA of 2.0 in all courses required for the minor

Required courses (9 credit hours):

- BUS-A 200 or BUS-A 201 or BUS-A 202 (3 cr.)
- BUS-K 201 (3 cr.)
- BUS-L 201 (3 cr.)

Electives (12 credit hours required):

- BUS-F 300 (3 cr.)
- BUS-G 300 (3 cr.)
- BUS-M 300 (3 cr.)
- BUS-P 300 (3 cr.)
- BUS-Z 302 (3 cr.)
- BUS-J 306 (3 cr.)

NOTE: ECON-E 201 is recommended to round out the student's minor in Business but not required.

With the exception of Z302, all 300 and 400 level course work must be completed on the IU-Bloomington campus.

No courses may be taken in a self-paced, independent study format. A maximum of one course for the business minor can be taken on an IU-approved study abroad program, where available. A minimum of 9 credit hours must be completed at the 300 or 400 level.

Entrepreneurship and Small Business Management

The 21-credit Minor in Entrepreneurship and Small Business Management is intended for non-business majors who have aspirations and goals in business that will require entrepreneurial skills. Such students might plan to open businesses of their own or work for smaller and/or family-owned businesses. As an alternative to the more traditional minor in business, the minor in entrepreneurship and small business management could fulfill such students' educational needs while allowing them to pursue their career goals more directly.

The Entrepreneurship Minor is declared in the school of the student's major. It is the student's responsibility to contact their major department for the department's procedure. The Entrepreneurship Minor is open to students pursuing non-Kelley School of Business majors.

A complete list of all Kelley School of Business Minors and Certificates can be found [here](#).

Requirements for the Minor in Entrepreneurship and Small Business Management are:

- Complete 26 or more credit hours of college work that counts toward graduation and be admitted

to an appropriate degree-granting school at IU Bloomington.

Grade & School Specific Requirements (*Consult with an advisor in your school to ensure you are meeting all requirements for outside minors*):

- C or higher in BUS-K 201
- C- or higher in all other minor courses
- Overall GPA of 2.0 in all courses required for the minor

Required courses (18 credit hours):

- BUS-A 200 or BUS-A 201 or BUS-A 202 (3 cr.)
- BUS-K 201 (3 cr.)
- BUS-L 201 (3 cr.)
- BUS-W 212 (3 cr.)
- BUS-M 300 (3 cr.)
- BUS-W 300 (3 cr.)

Elective (3 credit hours required):

- BUS-F 300 (3 cr.)
- BUS-G 300 (3 cr.)
- BUS-P 300 (3 cr.)
- BUS-Z 302 (3 cr.)
- BUS-J 306 (3 cr.)
- BUS-L 311 (3 cr.)

With the exception of Z302, all 300 and 400 level course work must be completed on the IU-Bloomington campus.

No courses may be taken in a self-paced, independent study format. One course for the business minor can be taken on an IU-approved study abroad program, where available. A minimum of 12 credit hours must be completed on the IU-Bloomington campus. A minimum of 9 credit hours must be completed at the 300 or 400 level.

Cross Campus Certificate in Entrepreneurship

The need for many students in other disciplines to understand entrepreneurship is increasing, especially with the dramatic changes taking place in their fields of study. Many students end up in careers where they work for themselves and thus basic business and entrepreneurial principles become invaluable for them.

The Cross Campus Certificate in Entrepreneurship consists of fifteen credit hours. Only students outside of the Kelley School of Business will be admitted into the Certificate in Entrepreneurship program. The program consists of three courses from the Kelley School of Business and two courses chosen by each school. This allows for the students to learn the basic issues involved with entrepreneurship while retaining some flexibility in tailoring the program to the students' particular area(s) of interest.

Each school will propose specific courses that their students will be required to take in order to receive the Certificate. These courses will be discussed and approved by the Department of Management & Entrepreneurship in consultation with the Johnson Center for Entrepreneurship & Innovation so that each school has developed a list of potential courses related to the specific domain. Students who are also working toward the Minor in Small Business Management and Entrepreneurship will be able to receive both the minor and the certificate. Students should work with the advisor in the School of Informatics

& Computing, Jacobs School of Music, or School of Public and Environmental Affairs to determine the appropriate coursework required for the certificate.

Students in the School of Informatics and Computing must apply for the certificate [online](#).

Minor in Financial Literacy

The 21-credit Minor in Financial Literacy is intended for students who desire an appreciation of financial markets, concepts and tools without having to become full-fledged business students. Many non-business majors can be more effective in their careers with a deeper understanding of the financial environment in which they operate. The goal of the minor is fill this need; it will allow non-business professionals (journalists, government officials, lawyers, public relations professionals, etc.) to be able to write newspaper articles or think about public policy issues, for example, based on sound financial concepts. They will also be able to do the basic financial analysis that may be relevant to work in places such as law firms or an ad agencies. In this minor, students learn basic financial concepts and financial terminology and become familiar with financial institutions and issues.

The Financial Literacy Minor is declared in the school of the student's major. It is the student's responsibility to contact his/her major department for their procedure. The Financial Literacy Minor is open to students pursuing non-Kelley School of Business majors.

A complete list of all Kelley School of Business Minors and Certificates can be found [here](#).

Requirements for the Minor in Financial Literacy are:

- Complete 26 or more credit hours of college work that counts toward graduation and be admitted to an appropriate degree-granting school at IU Bloomington.
- **Grades & GPA Requirements:**
 - C or higher in BUS-K 201
 - C- or higher in all other minor courses
 - Overall GPA of 2.0 in all courses required for the minor

Required courses (15 credit hours):

- BUS-A 200 or BUS-A 201 or BUS-A 202 (3 cr.)
- BUS-K 201 (3 cr.)
- BUS-F 260 (3 cr.)
- BUS-F 262 (3 cr.)
- BUS-F 300 (3 cr.)

Electives (6 credit hours required):

- BUS-G 300 (3 cr.)
- BUS-M 300 (3 cr.)
- BUS-P 300 (3 cr.)
- BUS-R 300 (3 cr.)
- BUS-Z 302 (3 cr.)
- BUS-J 306 (3 cr.)

With the exception of Z302, all 300 and 400 level course work must be completed on the IU-Bloomington campus. **No courses** may be taken in a self-paced, independent study format. One course for the business minor can be taken on an IU-approved study abroad program,

where available. A minimum of 12 credit hours must be completed on the IU-Bloomington campus. A minimum of 9 credit hours must be completed at the 300 or 400 level.

Business Foundations Certificate Program

The Kelley School offers a 30 credit hour certificate program in the fundamentals of business. All courses required in the Business Foundations Certificate Program are introductory and may be applied toward a four-year degree. Students who are not pursuing four-year degrees, may also complete the Business Foundations Certificate as non-degree-seeking students.

The Business Foundations Certificate provides the liberal arts and professional school student with an introduction to the basic concepts of business. The Certificate is flexible enough to be easily integrated into a student's major area of study since the subject matter complements most academic pursuits.

A complete list of Kelley School of Business Minors and Certificates can be found [here](#)

Grades & GPA Requirements:

- An overall GPA of 2.0 in all courses counting towards the BFC is required; if EX is used for any IU courses, the EX policy of the student's home school will be honored in calculating the overall GPA.
- With the exception of BUS-K 201, which requires a grade of C or better, all BFC courses require a passing grade (D- or better).

Other Policies:

- A maximum of two required courses (see list below) may be completed outside of IU Bloomington
- ALL Elective Business Courses and Additional Electives (see list below) must be completed on the IU Bloomington campus.
- Any non-remedial course at IU Bloomington meets the Additional Electives requirement for the BFC.
- **All** 300 and 400 level course work must be completed on the IU-Bloomington campus.
- Online or hybrid courses offered within a semester context, with homework deadlines and instructor interactions may be used. However, **none** of the coursework may be taken in a self-paced, independent study format.
- All exceptions should be referred to the Kelley School of Business Petitions Committee.

Requirements for the Business Foundations Certificate are:

Required courses (15 credit hours)

- BUS-A 200 or BUS-A 201 or BUS-A 202 (3 cr.)
- BUS-F 260 (3 cr.)
- BUS-X 100 or BUS-G 100 (3 cr.)
- ECON-E 201 (3 cr.)
- ECON-E 202 (3 cr.)

Elective Business Courses (6 credits required):

- BUS-C 204 (3 cr.)
- BUS-F 300 (3cr.)
- BUS-G 300 (3 cr.)

- BUS-J 306 (3 cr.)
- BUS-K 201 with a minimum grade of C (3 cr.)
- BUS-L 100 (3 cr.)
- BUS-L 201 (3 cr.)
- BUS-M 300 (3 cr.)
- BUS-P 300 (3 cr.)
- BUS-R 300 (3 cr.)
- BUS-W 212 (3 cr.)
- BUS-W 300 (3 cr.)
- Successfully complete nine additional elective credits to reach a total of 30 credits.
 - These credits may be taken from any department on the IU Bloomington campus.
 - Remedial courses will *not* count in this area.

In addition to satisfying course requirements, candidates for the Business Foundations Certificate must apply [online](#).

Questions about the Business Foundations Certificate should be directed to BUSADV@indiana.edu

Minors and Certificate

Optional Minors for Kelley Students

Students in the Kelley School may elect to complete the requirements for a minor in another IU Bloomington School. The department offering the minor defines the requirements for the minor and students are required to follow that department's policies regarding grades, prerequisites, and course requirements.

A complete list of Kelley School of Business Minors and Certificates can be found [here](#).

Certificates for Non-Kelley Students

Business Foundations Certificate

The Business Foundations Certificate provides the liberal arts and professional school student with an introduction to the basic concepts of business. The certificate is flexible enough to be easily integrated into a student's major area of study since the subject matter complements most academic pursuits.

Cross Campus Certificate in Entrepreneurship

The Cross Campus Certificate in Entrepreneurship is available to students in the School of Informatics & Computing, Jacobs School of Music, or School of Public and Environmental Affairs.

Minors for Non-Kelley Students

The Business Minor is open to students with 26 or more credit hours of college work that count toward graduation, and who are admitted to any IU bachelor degree granting school. Students may obtain one or more minors in business by successfully fulfilling the appropriate requirements. Courses may not be taken through independent study/correspondence. The Business Minor is declared in the school of the student's major. It is the student's responsibility to contact their major department for the department's procedure.

This minor, plus six elective BUS credits, comprises the outside concentration for the B.S.O.F. for Jacobs students.

Grades & GPA Requirements:

- C or higher in BUS-K 201
- C- or higher in all other minor courses
- Overall GPA of 2.0 in all courses required for the minor

Other Policies:

- With the exception of BUS-Z 302, all 300 and 400 level course work must be completed on the IU-Bloomington campus.
- A maximum of one course for the minor can be taken on an IU-approved study abroad program, where available.
- A minimum of 12 credit hours must be completed on the IU-Bloomington campus.
- A minimum of 9 credit hours must be completed at the 300 or 400 level.

It is the student's responsibility to check with their individual school to make sure the proper procedures for declaring the minor and completing requirements are followed. Students completing a business minor should fill out an online application or the Application for Minor form in the Recorder's Office of the school in which they intend to graduate in order to have the minor listed on their transcripts.

- Minor in Business
- Minor in Entrepreneurship and Small Business Management
- Minor in Financial Literacy
- Minor in Marketing

Minor in Marketing

The 21-credit Minor in Marketing is intended for non-business majors who have aspirations and goals in business that will require marketing skills. As an alternative to the more traditional Minor in Business, the Minor in Marketing fulfills such students' educational needs while allowing them to pursue their own career goals more directly.

The Marketing Minor is declared in the school of the student's major. It is the student's responsibility to contact their major department for the department's procedure. The Marketing Minor is open to students pursuing non-Kelley School of Business majors.

A complete list of Kelley School of Business Minors and Certificates can be found [here](#).

Requirements for the Minor in Marketing are:

- Complete 26 or more credit hours of college work that counts toward graduation and be admitted to an appropriate degree-granting school at IU Bloomington.
- **Grades & GPA Requirements:**
 - C or higher in BUS-K 201
 - C- or higher in all other minor courses
 - Overall GPA of 2.0 in all courses required for the minor

Required Courses (15 credit hours):

- BUS-A 200 or BUS-A 201 or BUS-A 202 (3 cr.)
- BUS-K 201 (3 cr.)
- BUS-M 300 (3 cr.)
- BUS-M 311 (3 cr.)
- BUS-M 310 or BUS-M 312 (3 cr.)

Elective courses (6 credit hours required):

- BUS-F 300 (3 cr.)
- BUS-G 300 (3 cr.)
- BUS-P 300 (3 cr.)
- BUS-Z 302 (3 cr.)
- BUS-J 306 (3 cr.)
- BUS-L 201 (3 cr.)
- BUS-M 310 or BUS-M 312 (3 cr.)

With the exception of Z302, all 300 and 400 level course work must be completed on the IU-Bloomington campus. **No courses** may be taken in a self-paced, independent study format. One course for the business minor can be taken on an IU-approved study abroad program, where available. A minimum of 12 credit hours must be completed on the IU-Bloomington campus. A minimum of 9 credit hours must be completed at the 300 or 400 level.

Kelley Undergraduate Program

The Undergraduate Program of the Kelley School of Business requires a breadth of education and also provides opportunities for specialization. It ensures the development of a basic understanding of the principles, practices, and trends involved in the management of business organizations in the dynamic economic, social, and political environment of the world today. As highlights of the program, all business majors complete a challenging set of sophomore courses called the Global Foundations Core and a rigorous semester of junior-level courses in the areas of marketing, operations, finance, and leadership known collectively as the Integrative Core or I-Core. In addition to the basic requirements, students choose from a wide variety of business majors.

The study of business is complemented by the study of courses outside the business school. As a member of the American Assembly of Collegiate Schools of Business, the school subscribes to the principle that a significant portion of a student's academic program should be in general education subjects. The application of this principle promotes a balanced program of study.

Throughout their undergraduate careers, Kelley students take courses and participate in experiences that afford them the opportunity to learn and practice –

- An Integrative Point of View
- Ethical Reasoning
- Critical Thinking and Decision Making in Business
- Communication and Leadership
- Quantitative Analysis and Modeling
- Team Membership and Inclusiveness
- Cultural Awareness and Global Effectiveness

Graduates of the Kelley School acquire an education that will serve them throughout their lives and careers.

Overseas Study

The Kelley School offers students the opportunity to discover the culture of a different country through a fall, spring, or summer of study overseas. While abroad, students learn about international business and the economic, social, and political environment of the country in which they are living. These programs may give students further opportunities to visit governmental and political agencies, as well as multinational firms. Several of the programs include internships.

Qualified students may participate in the approved Kelley School short-term, summer, and semester abroad programs.

Approved overseas study programs in which students take six or more credits while abroad for six or more weeks, satisfy the IU-Bloomington General Education World Languages and Cultures requirement.

A full list of programs offered by Kelley can be found [here](#).

Academic Support

The Kelley School provides free academic coaching for specific I-Core pre-requisite courses and referrals to academic support for others. Details can be found [online](#).

Academic Advising

Information about Kelley Advising can be found online, on the [Kelley Student Portal](#) website.

Office of Diversity Initiatives

The [Kelley Office of Diversity Initiatives](#) supports underrepresented minority students, including students who identify as African-American, Latino/Hispanic, American Indian/Native American, or Native Hawaiian/Pacific Islander. The dedicated staff members are your mentors. They are eager to listen, to help you solve challenges, and to enable you to achieve your goals.

Programs for current students include:

- Academic Advising
- Kelley Prep Academy
- Kelley FUTURES
- KODI Student Advisory Board

Organizations & Services

- Academic Advising
- Academic Support
- Student Organizations
- Undergraduate Career Services
- Kelley Office of Diversity Initiatives (KODI)

Student Organizations

Kelley students are active in many of the hundreds of student organizations at Indiana University, including a number of [business-related organizations](#) that enable students to develop their interests in various fields. The faculty of the Kelley School recognizes that student organizations are a critical component of the Kelley School's academic environment and educational programs, giving students valuable opportunities beyond the classroom to develop professional maturity, strengthen leadership skills, and network with faculty, alumni, and industry professionals. Participation in student organizations can enhance the learning and development

that happens in the classroom; therefore, the Kelley School supports its undergraduate organizations and strongly urges students to participate.

Undergraduate Career Services

[Undergraduate Career Services](#) (UCS) in Kelley is highly regarded as one of the premier career services departments in the nation. Each year, hundreds of companies send representatives to interview prospective candidates with business career aspirations. Other firms provide information regarding opportunities of interest to both graduating students and juniors seeking internships. UCS coordinates the recruiting programs, makes information available regarding job openings, provides networking opportunities, and refers qualified students to potential employers.

Kelley School of Business Undergraduate Bulletin