

Direct Admission for First-Year Students

As a Bloomington Kelley Direct Admit, you will start working with Kelley academic advisors and career coaches from the first day you arrive. Direct admission is only offered to first-year students who are entering in the fall semester.

Each year, qualified high school seniors are offered the opportunity to enter the Kelley School as first-year students. To be eligible for [Direct Admission for First-Year Students](#), students must:

1. Be admitted, as a first-year student, to IU Bloomington for the Fall semester.
2. List any business major as the intended major on the IU Bloomington application.
3. Meet additional academic standards, as listed [here](#).

For additional information, please contact bschool@indiana.edu.

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

Current IU student admission to Kelley is referred to as standard admission. Standard admission to the Kelley School is selective. Kelley has set admission courses and requirements you must meet in order to apply and be considered for entrance into the undergraduate business degree program.

If you are seeking standard admission to the Kelley School of Business, please review the current IU student [Kelley admission website](#) for full details.

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.

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 current 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

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.

- **BUS-A 100 Basic Accounting Skills (1 cr.)** 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 155 Topics in Accounting (1 - 5 cr.)** Variable topic, variable credit course in Accounting.
- **BUS-A 200 Foundations of Accounting (3 cr.)** P: Must not be a student in the Kelley School of Business. Survey of financial and managerial accounting topics that provide a foundation for students who are not pursuing a business concentration. Credit not given for both BUS-A 200 and (BUS-A 201/205, BUS-A 202/207, BUS-A 304/307, BUS-A 306/309).
- **BUS-A 255 Topics in Accounting (1 - 5 cr.)** Variable topic, variable credit course in Accounting.
- **BUS-A 271 Global Business Analysis – Accounting (1.5 cr.)** P: BUS-D 270 with a grade of C or higher. A271 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.
- **BUS-A 272- Global Business Immersion – Accounting (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about .
- **BUS-A 303 Communication for Accountants (1 cr.)** P: BUS-C 204 or BUS-C 205 with a grade of C or better. Must be a declared Accounting Major. Theory-based skill-building course with specific emphasis on building communication skills related to accounting principles.

- **BUS–A 304 Financial Reporting & Analysis (3 cr.)** P: BUS-A 100 with grade of C or higher. BUS-A 304 will teach students about financial reporting of accounting information about firms for decision-making by external stakeholders, including investors, creditors, and others. A304 will be organized with 5 major themes: a. Supply of and Demand for Financial Accounting Information; b. Record-Keeping; c. Measurement; d. Reporting; e. Analysis and Decision-Making. Credit not given for both BUS-A 304 and (BUS-A 200, BUS-A 201/205, BUS-A 307).
- **BUS–A 306 Management Accounting & Analysis (3 cr.)** P: BUS-A 100 with grade of C or higher. BUS-A 306 will teach students how to use accounting information to make informed decisions within a firm and how to use accounting information for performance evaluation purposes. This course is intended for individuals who will control day-to-day business activities and evaluate business units and personnel through the use of accounting systems. Credit not given for both BUS-A 306 and (BUS-A 200, BUS-A 202/207, BUS-A 309).
- **BUS–A 307 Financial Reporting & Analysis: Honors (3 cr.)** P: BUS-A 100 with grade of C or higher and must be Business or Hutton Honors College student. A307 will teach students about financial reporting of accounting information about firms for decision-making by external stakeholders, including investors, creditors, and others. A307 will be organized with 5 major themes: a. Supply of and Demand for Financial Accounting Information; b. Record-Keeping; c. Measurement; d. Reporting; e. Analysis and Decision-Making. Credit not given for both BUS-A 307 and (BUS-A 200, BUS-A 201/205, BUS-A 304).
- **BUS–A 309 Management Accounting & Analysis: Honors (3 cr.)** P: BUS-A 100 with grade of C or higher and must be Business or Hutton Honors College student. A309 will teach students how to use accounting information to make informed decisions within a firm and how to use accounting information for performance evaluation purposes. This course is intended for individuals who will control day-to-day business activities and evaluate business units and personnel through the use of accounting systems. Credit not given for both BUS-A 304 and (BUS-A 200, BUS-A 202/207, BUS-A 307).
- **BUS–A 310 Management Decisions and Financial Reporting (3 cr.)** P: (BUS-A 201/304 or BUS-A 205/307) and (BUS-A 202/306 or BUS-A 207/309), each course with a grade of C or better. An exploration of intermediate accounting topics. However, the emphasis is more on analysis and interpretation rather than on the detailed mechanics and procedures of accounting. It provides understanding of how financial statements reflect management decisions in the activity areas of financing, investing, and operating. Does not carry credit toward Accounting major. Credit not given for both BUS-A 310 and (BUS-A 311, BUS-A 312).
- **BUS–A 311 Intermediate Accounting I (3 cr.)** P: (BUS-A 201/304 or BUS-A 205/307) and (BUS-A 202/306 or BUS-A 207/309), each course with a grade of C or better. Theoretical framework and application of generally accepted accounting principles to the preparation of financial statements, with emphasis upon the assets and liabilities of an enterprise. Credit not given for both BUS-A 311 and BUS-A 310.
- **BUS–A 312 Intermediate Accounting II (3 cr.)** P: BUS-A 311 with a grade of C or better. A continuation of work begun in A311. Theoretical framework and application of generally accepted accounting principles to the preparation of financial statements, with emphasis upon owner's equity and special topics such as earnings per share, pensions, leases, income tax allocation, and cash flow statement. Credit not given for both BUS-A 312 and BUS-A 310.
- **BUS–A 313 Introduction to Careers in Accounting (1.5 cr.)** P: BUS-A 100 with grade of C or higher. Introduces students to a variety of career paths in accounting and then helps them identify the career path to which they are best suited, requiring students to evaluate their strengths, weaknesses, and professional interests.
- **BUS–A 315 Assurance, Control, and Information Systems (1.5 cr.)** P: BUS-A 313. Introduces students to career opportunities in assurance services, risk management, and control systems. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS–A 316 Tax Advisory Services (1.5 cr.)** P: BUS-A 313. Students learn about career opportunities in the tax profession and begin developing skills necessary to succeed as a tax professional. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS–A 317 Corporate Accounting Workshop (1.5 cr.)** P: BUS-A 313. Students learn about career opportunities in corporate accounting and the role of accountants within organizations, including financial planning and analysis, corporate risk management, and financial reporting and investor relations. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS–A 319 Financial and Transactional Consulting (3 cr.)** P: BUS-A 313 and admission to the 3/2 MBA Program. Students learn about career opportunities in accounting-based consulting fields, primarily focusing on mergers and acquisitions and other financial services.
- **BUS–A 324 Cost Management (1.5 cr.)** P: (BUS-A 201/304 or BUS-A 205/307) and (BUS-A 202/306 or BUS-A 207/309), each course with a grade of C or better. Product costing and strategic cost management. Covers several accounting systems and techniques that ascribe costs to products, services, and other activities. The costing systems' potential effects on business decisions are evaluated 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, and the pitfalls most commonly encountered in their use. Does not carry credit toward Accounting major. Credit not given for both BUS-A 324 and BUS-A 325.

- **BUS-A 325 Cost Accounting (3 cr.) P:** (BUS-A 201/304 or BUS-A 205/307) and (BUS-A 202/306 or BUS-A 207/309), each course with a grade of C or better. Conceptual and procedural aspects of management and cost accounting. Product costing, cost control over projects and products; decision-making emphasis; profit planning; quantitative modeling; and computer applications. Credit not given for both BUS-A 325 and BUS-A 324.
- **BUS-A 327 Tax Analysis (1.5 cr.) P:** (BUS-A 201/304 or BUS-A 205/307) and (BUS-A 202/306 or BUS-A 207/309), each course with a grade of C or better. A framework for tax planning and decision making. Applications include selection of saving vehicles for individuals, comparison of business entities, compensation tax planning and international tax planning. Does not carry credit toward Accounting major. Credit not given for both BUS-A 327 and BUS-A 329.
- **BUS-A 329 Taxes and Decision Making (3 cr.) P:** (BUS-A 201/304 or BUS-A 205/307) and (BUS-A 202/306 or BUS-A 207/309), each course with a grade of C or better. 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 better. This course takes an integrative approach to showcase how accounting applications are at the core of every organization's enterprise systems and includes topics such as systems selection/architecture, role of IT in an organization, business cycles (e.g., Purchase-to-pay, Order-to-cash), internal controls, process mapping, project management and hands-on use of enterprise systems software.
- **BUS-A 355 Topics in Accounting (1 - 5 cr.)** Variable topic, variable credit course in Accounting.
- **BUS-A 390 Accounting Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Accounting elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-A 422 Advanced Financial Accounting I (3 cr.) P:** BUS-A 310 or BUS-A 312 with a grade of C or better. Generally accepted accounting principles as applied to partnerships, business combinations, branches, foreign operations, and nonprofit organizations. 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 better. Public accounting organization and operation: review of internal control systems, verification of balance sheet and operating accounts; the auditor's opinion.
- **BUS-A 437 Advanced Management Accounting (3 cr.) P:** BUS-A 325 with a grade of C or better. Strategic cost management practices including activity-based management, activity-based budgeting and activity-based costing, target costing, theory of constraints, quality costs, the cost of capacity, the balanced scorecard, and performance measures for automated factories. Learn enhanced problem-solving skills and tools, increased critical thinking skills, and improved presentation and speaking skills.
- **BUS-A 440 Research in Accounting and Audit (3 cr.) P:** BUS-A 312 with a grade of C or better. 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 - 5 cr.)** Variable topic, variable credit course in Accounting.
- **BUS-A 490 Independent Study in Accounting (1 - 5 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. Written report required.

Business Economics & Public Policy

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.

- **BUS-G 155 Topics in Business Economics & Public Policy (1 - 5 cr.)** Variable topic, variable credit course in Business Economics and Public Policy.
- **BUS-G 202 Business, Government and Society (2 cr.) P:** ECON-E 201 or ECON-B 251 with a grade of C or better. Makes students aware of the broad range of ways in which the non-market environment -- government policymakers and other social regulators -- affects business, and gives an understanding of the process through which businesses and other special interest groups create and change the rules of the game.
- **BUS-G 255 Topics in Business Economics & Public Policy (1 - 5 cr.)** Variable topic, variable credit course in Business Economics and Public Policy.
- **BUS-G 271 Global Business Analysis (1.5 cr.) P:** BUS-D 270 with a grade of C or better. G271 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.
- **BUS-G 272 Global Business Immersion (3 cr.) P:** BUS-D 270 with a grade of C or better. 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-G 300 Introduction to Managerial Economics and Strategy (3 cr.) P:** Must have a class standing of Sophomore or higher. Course is not open to students admitted to the Kelley

- School of Business. Microeconomic analysis and its applications to business decision making. Includes topics of demand and consumer behavior, production and costs, theory of firms, and public policy toward business. Focuses on the applied aspects of microeconomics. Credit not given for both BUS-G 300 and BUS-G 304.
- **BUS-G 303 Game Theory for Business Strategy (3 cr.)** P: BUS-G 202 with a grade of C or better. 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.
 - **BUS-G 304 Managerial Economics (3 cr.)** P: BUS-G 202 with a grade of C or better. Develop a framework based on economics to empower students to understand and effectively analyze a myriad of managerial problems. Sharpen the analytical tools required to solve these problems with mathematical rigor. Credit not given for both G304 and G300.
 - **BUS-G 316 Sustainable Enterprise (3 cr.)** P: Must have at least a Sophomore standing. To investigate the challenges of implementing sustainability in a variety of contexts and under often divergent perspectives, giving the tools to identify and explain how sustainability creates new opportunities for, and constraints on, enterprise value creation.
 - **BUS-G 345 Money, Banking, and Capital Markets (3 cr.)** P: (ECON-E 201 or ECON-B 251) and (ECON-E 202 or ECON-B 252) with grades of C or better. An analysis of the interrelated financial systems of central banks, private banks, and other sources and users of financial capital. Theoretical, empirical, policy and institutional issues are analyzed using economics and finance. Topics include the theory of money demand and supply, monetary policy and central banks, interest rate determination, financial intermediaries and international financial markets. Credit not given for both BUS-G 345 and ECON-E 305.
 - **BUS-G 350 Business Econometrics (3 cr.)** P: ECON-E 370, ECON-S 370, STAT-S 350, STAT-S 301, or MATH-M 365 with a grade of C or higher; and must be a 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 and applied using real-world data. Topics include linear regression, logit, probit, simultaneous equations models, two-stage least squares, time series and panel data methods.
 - **BUS-G 355 Topics in Business Economics & Public Policy (1 - 5 cr.)** Variable topic, variable credit course in Business Economics and Public Policy.
 - **BUS-G 390 Sustainable Business Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Sustainable Business elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-G 391 Economic Consulting Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Economic Consulting elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-G 392 Public Policy Analysis Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Public Policy Analysis elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-G 393 Business Analytics Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Business Analytics elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-G 400 Capstone in Economic Consulting (3 cr.)** P: BUS-G 304. This workshop intends to develop or sharpen those skills that are associated with a successful consultant. Students taking this course are expected to be highly motivated and have basic diagnostic, analytical, and communication skills.
 - **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 455 Topics in Business Economics & Public Policy (1 - 5 cr.)** Variable topic, variable credit course in Business Economics and Public Policy.
 - **BUS-G 456 Non-Market Risk Consulting (3 cr.)** P: Must have at least a Sophomore standing. Firms traditionally focus on outcomes: product quality, delivery time, cost and pricing. Less attention is given to process: environmental impacts, worker conditions and governance, leading to non-market risks (boycotts and negative information campaigns). Non-market risk consulting is aimed at spotting, mitigating, or eliminating these risks to drive log-run business value.
 - **BUS-G 481 Business Analytics Consulting Workshop (1.5 - 3 cr.)** Students enroll in BUS-BE 481. The objective of this course is to prepare students for careers in business analytics consulting. This course will provide students with: 1) understanding the players in the business analytics consulting industry; and 2) develop engagement recommendation for a client by applying decision-making frameworks. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-G 490 Independent Study in Business Economics and Public Policy (1 - 5 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-G 492 Predictive Analytics for Business Strategy (3 cr.)** P: BUS-G 350. This course develops the analytical tools and hands-on experience with data and economic models to optimally utilize information in decision making. In addition, students will learn: presentation and communication skills for quantitative findings, targeted programming skills in VBA, and the basics of identification for econometric models.
- **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 is to 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. Focus will be on the effects of globalization, the international monetary systems, foreign exchange determination, and international money markets.

Business Law & Ethics

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.

- **BUS-L 100 Personal Law (3 cr.)** Examines effects of law on persons' everyday lives. Areas studied may include such topics as 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 155 Topics in Business Law & Ethics (1 – 5 cr.)** Variable topic, variable credit course in Business Law and Ethics.
- **BUS-L 201 Legal Environment of Business (3 cr.)** P: Must have Sophomore class standing or higher. Emphasis on nature of law through examining a few areas of general interest: for example, duty to avoid harming others (torts), duty to keep promises (contracts), and government regulation of business. Credit not given for both BUS-L 201 and BUS-L 293.
- **BUS-L 255 Topics in Business Law & Ethics (1 – 5 cr.)** Variable topic, variable credit course in Business Law and Ethics.
- **BUS-L 271 Global Business Analysis (1.5 cr)** P: BUS-D 270 with a grade of C or better. L271 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.
- **BUS-L 272 Global Business Immersion (3 cr)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-L 293 Honors Legal Environment of Business (3 cr.)** P: Sophomore standing and must be a Business Honors Program student or Hutton Honors College student. For School of Business Honors Program students. Subject matter parallels BUS-L 201. Credit not given for both BUS-L 293 and BUS-L 201.
- **BUS-L 302 Sustainability Law & Policy (3 cr.)** P: Must have Sophomore class standing or higher. 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: Must be admitted Kelley School of Business Student. 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: Sophomore standing. 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 313 Cultural Norms & Peace Building through Business (3 cr.)** P: Sophomore standing and must be Business or Hutton Honors College student. This is an undergraduate, honors-level business course covering issues of ethics, international cultural norms, and businesses' role in building peace and stability. Emphasizes the role of "cultural artifacts" (music, sports, film, spirituality) as tools for workplace decisions and for common ground within the workplace and as business interfaces with society.
- **BUS-L 314 International Business Law (3 cr.)** P: BUS-L 201 or BUS-L 293 with a grade of C or higher. The law and practice of international trade, licensing, and investment. Subjects include the legal risks of international business, international public law, international organizations, and private dispute settlement procedures, the risks associated with importing and exporting, foreign licensing and franchising, and foreign investment.
- **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. This course introduces undergraduate students to the business problems and legal issues facing executives in the sports and sports-related industries. The course focuses not only on the management of sports teams, leagues, associations, accrediting bodies, and players' unions, but also more importantly on the special problems faced by businesses engaged in activities collateral to sports, such as licensed apparel manufacturers, television broadcasters and sponsors of sporting events. The subject matter includes contracts, torts, (including product liability), intellectual property (especially copyrights and trademarks), telecommunications regulation.
- **BUS-L 318 Business and Poverty Alleviation (3 cr.)** P: Sophomore standing. Addresses potential for business to create poverty solutions by accessing the market of the world's poorest five billion (i.e., developing products and services that are high-volume, low-margin profitable, and engage the poor as consumers and producers) and investigates causes of poverty, including influence of corporations in perpetuating root causes.
- **BUS–L 355 Topics in Business Law & Ethics (1 – 5 cr.)** Variable topic, variable credit course in Business Law and Ethics.
- **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 cr.)** P: BUS-L 375 or BUS-L 376. This course provides an in-depth exploration of a particular dimension or issue in business ethics. Focus of the course will vary from semester to semester.
- **BUS–L 375 Ethics and the 21st Century Business Leader (3 cr.)** P: Must be a Business student with a class standing of Junior or higher and (BUS-L 201 or BUS-L 293) with a grade of C or higher. This course will enhance students' ability to perceive ethical concerns inherent in business decisions and make reasoned judgments about them using basic tools of ethical reasoning. Students will have the opportunity to practice and reflect upon responses to ethical dilemmas particularly in diverse, inclusive, and equitable business relationships and organizations. Credit not given for both BUS-L 375 and BUS-L 376.
- **BUS–L 376 Ethics and the 21st Century Business Leader: Honors (3 cr.)** P: BUS-L 201 or BUS-L 293 with a grade of C or better, and must have a class standing of Junior or higher, and must be a Business Honors or Hutton Honors College student in the Kelley School of Business. This course will enhance students' ability to perceive ethical concerns inherent in business decisions and make reasoned judgments about them using basic tools of ethical reasoning. Students will have the opportunity to practice and reflect upon responses to ethical dilemmas particularly in diverse, inclusive, and equitable business relationships and organizations. Credit not given for both BUS-L 376 and BUS-L 375.
- **BUS–L 390 Law, Ethics, & Decision-Making Topics Abroad (1 – 5 cr.)** Variable topic, variable credit Law, Ethics, & Decision-Making (LEAD) elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS–L 406 Law & Ethics at Work (3 cr.)** P: BUS-L 201 or BUS-L 293 with a grade of C or higher. This course teaches students about important legal concepts surrounding work. It will explore best legal practices in areas that affect managers and workers, including the ethical dimensions of workplace trends. Finally, it will explore worker rights and responsibilities, such as non-disclosure, non-disparagement, non-compete and arbitration agreements.
- **BUS–L 408 Real Estate Law (3 cr.)** P: BUS-L 201 or BUS-L 293 with a grade of C or higher. Legal aspects of ownership, transfer, leasing, and financing of real property. Major legal issues of land-use control.
- **BUS-L 413 Applied Dispute Resolution (1.5 cr.)** P: (BUS-L 304 or BUS-L 305) and Junior standing or higher. 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–L 455 Topics in Business Law & Ethics (1 – 5 cr.)** Variable topic, variable credit course in Business Law and Ethics.
- **BUS–L 490 Independent Study in Business Law & Ethics (1 – 5 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. Written report required.

Finance & Real Estate

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.

Finance

- **BUS-F 100 Introduction to Financial Careers & Concepts (3 cr.)** Designed primarily for freshmen to learn about the full spectrum of financial and real estate careers. Covers financial intermediation, investment banking, mergers and acquisition, capital markets, real estate, investment management, corporate finance, commercial banking, treasury, equity research, investments, wealth management, international finance, hedge funds, fintech, private equity, and leveraged buy-outs.
- **BUS-F 101 Finance Diversity Program (1.5 cr.)** The Finance Diversity Program aspires to bridge the diversity gap by equipping high-potential students from diverse backgrounds with the knowledge, confidence, professional network, and skillset necessary to excel in finance. This course is intended for freshmen who have earned admittance into the Finance Diversity Program. An application is required for this course. See more information about the [Finance Diversity Program](#).
- **BUS-F 210 Investment Banking & Capital Markets (1.5 cr.)** P: Sophomore standing and current Kelley student. This course provides an overview of the investment banking and capital markets industries. It teaches students core skills of financial modeling and valuation. This class creates an inclusive environment conducive to determining students' interest in and candidacy for the Investment Banking Workshop or the Capital Markets and Banking Workshop. Cumulative IU GPA of 3.5 required to remain in course. Recommended P/C of BUS-F 100/255.
- **BUS-F 212 Knall-Cohen Fund (1.5 cr.)** This course mimics the typical buy-side research analyst experience. Students do fundamental analysis of an industry and of a stock in that industry, write a stock recommendation report complete with an analytic model, and present their stock idea to the Knall-Cohen Fund board, which is composed of investment professionals. An application is required for this course. See more information about the [Knall-Cohen Fund](#).
- **BUS-F 255 Topics in Finance (1 - 5 cr.)** Variable topic, variable credit course in Finance.
- **BUS-F 260 Personal Finance (3 cr.)** Financial problems encountered in managing individual affairs: family budgeting, installment purchase, insurance, and home ownership.
- **BUS-F 262 Financial Markets (3 cr.)** P: BUS-F 260. Course 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.
- **BUS-F 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with a grade of C or better. F271 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.
- **BUS-F 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-F 300 Introduction to Financial Management (3 cr.)** P: BUS-A 200 and not open to Kelley School of Business students. Broad survey of finance for non-Kelley School students. An introduction to financial management and the role of the financial manager. Topics covered include a description of financial markets and basic financial analysis, working capital management, basic valuation and capital expenditure analysis. Credit not given for both BUS-F 300 and (BUS-F 301, BUS-F 304, BUS-F 370).
- **BUS-F 303 Intermediate Investments (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Provides a rigorous treatment of the core concepts of investments. Covers portfolio optimization, market efficiency, the pricing of equity, fixed income and derivative securities, and analyzes international investments. Makes extensive use of spreadsheet modeling to implement financial models. Serves as a foundation for all 400-level finance electives.
- **BUS-F 304 Honors Financial Management (3 cr.)** P: Must be a Business Honors student and have completed all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 304. Conceptual framework of the firm's investment, financing, and dividend decision; includes working capital management, capital budgeting, and capital structure strategies. Credit not given for both BUS-F 304 and (BUS-F 300, BUS-F 301, BUS-F 370).
- **BUS-F 305 Intermediate Corporate Finance (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. Provides a rigorous treatment of the core concepts of corporate finance. Covers capital budgeting, the valuation of firms, capital structure choices and payout policies. Makes extensive use of spreadsheet modeling to implement financial valuation models. Serves as a foundation for all 400-level finance electives.
- **BUS-F 307 Working Capital Management (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or higher. This course emphasizes the decisions financial managers face in determining short-term financial policy and ensuring its consistency with the operations of the company. Major topics include

- 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 310 Investment Banking Workshop I (1.5 cr.)** This course involves attending firm presentations, alumni super Fridays, and other IBW required events and seminars. By the end of the course students should be knowledgeable about Investment Banking and should have the skills necessary to secure a summer internship in investment banking. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-F 311 Capital Markets & Banking Workshop I (1.5 cr.)** This course involves attending firm presentations and other CMBW required events and seminars. All CMBW activities are designed to teach students about how financial intermediaries advise corporate clients on financings, which includes equity issuances, bond issuances, debt, syndicated debt, bank loans, and how they connect these corporate clients to investors. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-F 312 Investment Management Workshop I (1.5 cr.)** The course introduces students to Wall Street careers through a series of presentations on a broad range of foundational material and video conferences with security analysts from some of the most successful investment banking firms in the world. Expect to travel to Chicago and/or NYC to visit financial firms. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **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 debt markets providing finance to smaller entrepreneurial firms. Topics include: (1) the financial contracting associated with the provision of finance to small firms, (2) angel finance and the formal venture capital market, (3) commercial banks and I finance companies, and (4) start-ups and leveraged buyouts.
 - **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 the design of security exchanges. Provides hands-on trading experience using realistic trading simulations.
 - **BUS-F 355 Topics in Finance (1 - 5 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: Must have completed all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 375. The finance component provides a conceptual framework of a firm's investment, financing, and dividend decisions; includes working capital management, capital budgeting, and capital structure strategies. Includes a cross-functional case done in teams. Credit not given for both BUS-F 370 and (BUS-F 300, BUS-F 301, BUS-F 304).
 - **BUS-F 390 Finance Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Finance elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-F 400 Investment Banking Workshop II (1.5 cr.)** P: BUS-F 310. This course continues the intense preparation for investment banking careers. The course further develops skills relevant to the industry and provides experiential activity. The course emphasizes professional development skills for success, and students are expected to attend industry networking sessions. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-F 402 Corporate Financial Strategy and Governance (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. Provides an advanced treatment of corporate financial management topics. The course covers all major areas of corporate financial policy: capital budgeting, dividends, capital structure, cash flow projections, discounted cash flow valuation methods, relative valuation methods, mergers and acquisitions. The application of theory is illustrated using cases.
 - **BUS-F 411 Capital Markets & Banking Workshop II (1.5 cr.)** P: BUS-F 311. This course continues the intense preparation for capital markets and commercial banking careers. The course further develops skills relevant to the industry, and provides experiential activity. The course emphasizes professional development skills for success and students are expected to attend industry networking sessions. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-F 412 Investment Management Workshop II (1.5 cr.)** P: BUS-F 412. This course continues the intense preparation for investment management careers. The course further develops skills relevant to the industry and provides experiential activity. The course emphasizes professional development

skills for success, and students are expected to attend industry networking sessions. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).

- **BUS-F 416 Wealth Management Workshop (3 cr.)** This course introduces the process of synthesizing and applying the various elements of comprehensive financial planning. It helps the student to be able to perform all functions of the financial planning process and apply the CFP Board's Practice Standards. Most of the course focuses on analyzing and presenting case studies. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-F 419 Behavioral Finance (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. Examines 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 and valuation of equity and fixed income securities. The analysis of individual securities, the grouping of these securities into portfolios, and the use of derivative securities to modify the return/risk profiles of more traditional stock and bond portfolios will be discussed.
- **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. This course provides an in-depth examination of the institutional details of the derivative security markets and derivative security valuation. Additionally, speculative and risk management uses of derivatives are studied in detail.
- **BUS-F 432 Financial Data Analytics (1.5 cr.)** P: BUS-F 303 and BUS-F 305 with minimum C- grades; C: BUS-S 432. Students enroll in BUS-BE 432. This is the second course of a two-course sequence. It uses the programming language Python to analyze live, real-world financial data. Financial applications include textual analysis to large financial documents, identifying trader "sentiment" in Google search data, financial analysis of corporate filings and disclosures, and back-test trading strategies, etc.
- **BUS-F 446 Banking and Financial Intermediation (3 cr.)** P: BUS-F 303 and BUS-F 305 with grades of C- or higher. This course covers the broad area of financial intermediation. The main topics studied are (i) the economic role of financial intermediaries--with an emphasis on commercial banks; (ii) the management of financial intermediaries; (iii) the regulation of commercial banks and other financial institutions.
- **BUS-F 455 Topics in Finance (1 - 5 cr.)** Variable topic, variable credit course in Finance.
- **BUS-F 470 Finance Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Finance elective course completed on a Kelley School of Business

approved study abroad program. Approved courses earn direct IU credit.

- **BUS-F 490 Independent Study in Finance (1 - 5 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-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, estimating a corporation's exposure to real exchange rate risk, adjusting to client preferences and home currencies, evaluating performance, and hedging risk. Also covers international capital budgeting, multinational transfer pricing, and international cash management.

Real Estate:

- **BUS-R 155 Topics in Real Estate (1 - 5 cr.)** Variable topic, variable credit course in Real Estate.
- **BUS-R 255 Topics in Real Estate (1 - 5 cr.)** Variable topic, variable credit course in Real Estate.
- **BUS-R 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with a grade of C or better. F271 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.
- **BUS-R 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-R 300 Principles of Real Estate (3 cr.)** P: Must have a class standing of Sophomore or higher and not be a student in the Kelley School of Business.
- **BUS-R 305 Introduction to Real Estate Analysis (3 cr.)** P: (ECON-E 201 or ECON-B 251 with a grade of C or higher) and admission to the Kelley School of Business. 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 314 Commercial Real Estate Workshop I (1.5 cr.)** This course provides students with intense preparation for commercial real estate careers. The course develops skills relevant to the industry and provides experiential activity. The course emphasizes professional development skills for success, and students are expected to attend industry networking sessions. An application is

required for this course. See more information about [Kelley Undergraduate Workshops](#).

- **BUS-R 315 Commercial Real Estate Workshop II (1.5 cr.)** P: BUS-R 314. This course continues the intense preparation for commercial real estate careers. The course develops skills relevant to the industry and provides experiential activity. The course emphasizes professional development skills for success, and students are expected to attend industry networking sessions. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-R 355 Topics in Real Estate (1 - 5 cr.)** Variable topic, variable credit course in Real Estate.
- **BUS-R 390 Real Estate Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Real Estate elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-R 440 Real Estate Appraisals (3 cr.)** P: BUS-F 370 or BUS-F 304 with a grade of C or better, and P/C: BUS-R 305. 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 better, and P/C: BUS-R 305. 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 455 Topics in Real Estate (1 - 5 cr.)** Variable topic, variable credit course in Real Estate.
- **BUS-R 490 Independent Study in Real Estate (1 - 5 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. Written report required.

Management & Entrepreneurship

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.

International Business:

- **BUS-D 155 Topics in International Business (1 - 5 cr.)** Variable topic, variable credit course in International Business.
- **BUS-D 270 Global Business Environments (1.5 cr.)** P: Must have a class standing of Sophomore or higher. Course will familiarize students with environments facing managers and corporations who are operating in the global economy. Students should acquire awareness of, and an appreciation for, the diversity and complexity of the global environment. At completion of this course participants should understand and analyze how global forces shape corporate strategy.
- **BUS-D 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with a grade of C or better. D271 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.
- **BUS-D 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **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 365 Cross Cultural Management (3 cr.)** The objectives of this course are to familiarize you with the environment in which international companies operate and to help prepare you to develop a global mindset. The location of the course at the Oxford University provides a unique opportunity to observe the diversity and complexity of the international environment. An application is required to be a part of this course. See [Kelley International Programs](#) for more information.
- **BUS-D 390 International Business Topics Abroad (1 - 5 cr.)** Variable topic, variable credit International Business elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-D 411 International Competitive Strategy (3 cr.)** P: BUS-? 271 or BUS-? 272 with a grade of C or higher. This course is designed to provide an understanding of the interplay between the Multinational Corporation (MNC), the countries in which it does business, and the competitive environments in which it operates. The course takes a top management-level perspective on the design and implementation of MNC strategy.
- **BUS-D 490 Independent Study in International Business (1 - 5 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-D 496 Foreign Study in Business (1 - 5 cr.)** 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.

Strategic Management:

- **BUS-J 155 Topics in Strategic Management (1 - 5 cr.)** Variable topic, variable credit course in Strategic Management.
- **BUS-J 255 Topics in Strategic Management (1 - 5 cr.)** Variable topic, variable credit course in Strategic Management.
- **BUS-J 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with a grade of C or better. J271 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.
- **BUS-J 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-J 304 Honors Strategic Management (3 cr.)** P: Must be a Business Honors student and complete all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 304. 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 complex business environment (domestic and global). Strategic management of a firm involves diagnosing the firm's current situation and developing realistic solutions to strategic and organizational problems which confront top managers. Credit not given for both BUS-J 304 and (BUS-J 306, BUS-J 375).
- **BUS-J 306 Strategic Management and Leadership (3 cr.)** P: Must have Junior class standing or higher and not be a Kelley School of Business student. The primary objective of this course is to help develop analytical skills in identifying key strategic issues and formulating appropriate strategies given a firm's situation. The course will provide exposure to the theories, concepts, and techniques of strategic management through the text, readings, company examples, in-class exercises, video vignettes, and guest speakers. Credit not given for both BUS-J 306 and (BUS-J 304, BUS-J 375).

- **BUS-J 355 Topics in Strategic Management (1 - 5 cr.)** Variable topic, variable credit course in Strategic Management.
- **BUS-J 375 Strategic Management (3 cr.)** P: BUS-Z 370 with a grade of C or higher. This course is about the creation and maintenance of strong long-term organizational performance. This means that it is concerned with both the determination of strategic directions and the management of the strategic process. Credit not given for both BUS-J 375 and (BUS-J 304, BUS-J 306).
- **BUS-J 390 Management Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Management elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-J 420 Advanced Case Analysis and Effective Consulting Presentation (1.5 cr.)** This course is dedicated to arming top students with state-of-the-art problem-solving skills, intensive teamwork techniques and powerful consulting-style presentation tools. A number of frameworks will be introduced, including a focus on hypothesis-driven analysis and the pyramid principle of presentations. This course will involve several inter-class case competitions. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-J 455 Topics in Strategic Management (1 - 5 cr.)** Variable topic, variable credit course in Strategic Management.
- **BUS-J 490 Independent Study in Strategic Management (1 - 5 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.

Entrepreneurship & Corporate Innovation:

- **BUS-W 155 Topics in Entrepreneurship & Corporate Innovation (1 - 5 cr.)** Variable topic, variable credit course in Entrepreneurship & Corporate Innovation.
- **BUS-W 212 Explore Entrepreneurship (3 cr.)** This course is designed to expose you to the basic concepts and language of contemporary entrepreneurship. A primary objective of this course is to encourage entrepreneurial thinking and enable you to evaluate your personal prospects for entrepreneurship.
- **BUS-W 235 Idea Validation and Business Model Development (3 cr.)** P: Sophomore standing or higher. In this class, students work through a series of engagement exercises in order to mimic the pre-launch activities of a growth-oriented startup. This class shows you how to thoughtfully take your idea from business concept through initial launch, and culminates with the development of crowdfunding pitch.
- **BUS-W 255 Topics in Entrepreneurship & Corporate Innovation (1 - 5 cr.)** Variable topic, variable credit course in Entrepreneurship & Corporate Innovation.

- **BUS–W 271 Global Business Analysis (1.5 cr.) P:** BUS-D 270 with a grade of C or better. W271 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.
 - **BUS–W 272 Global Business Immersion (3 cr.) P:** BUS-D 270 with a grade of C or higher. 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–W 300 New Venture Management (3 cr.) P:** Must have a class standing of Sophomore or higher and not be a Kelley School of Business student. Course provides an introduction to the world of small business ventures and entrepreneurship. The fundamentals of sound and effective management as these relate specifically to small businesspeople will be covered.
 - **BUS–W 313 New Venture Planning (3 cr.) P:** BUS-W 212 & BUS-W 235 and must be a Kelley School of Business student. Great ideas and inventions don't necessarily make great companies. You have to HAVE A PLAN - whether it's a complete business plan in a traditional format (if you're seeking venture or bank financing), or at the very least, a plan for cash flow, product development and how to sell your service/product/concept.
 - **BUS-W 355 Topics in Entrepreneurship & Corporate Innovation (1 - 5 cr.)** Variable topic, variable credit course in Entrepreneurship & Corporate Innovation.
 - **BUS–W 390 Entrepreneurship & Corporate Innovation Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Entrepreneurship & Corporate Innovation elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS–W 406 Venture Growth Management (3 cr.) P:** BUS-W 212 & BUS-W 235 and must be a Kelley School of Business student. By the end of this course students should be able to identify and solve key challenges faced by growing firms.
 - **BUS–W 409 Practicum in Entrepreneurship (3 cr.) P:** BUS-W 313. This course is designed for students to examine and understand the successful development of a new venture. A seminar approach is utilized in order for students to initiate, develop and present a comprehensive "Business Plan" thorough enough to successfully obtain seed capital from Indiana Entrepreneurs, Venture Capitalists, or Angel Investors. An application is required for this course. See the [Spine Sweat Experience](#) for more information.
 - **BUS–W 420 Corporate Venturing (3 cr.) P:** BUS-W 212 & BUS-W 235 and must be a Kelley School of Business student; P/C: BUS-W 313. The goal of this course is to learn about the entrepreneurial challenges faced by established firms. We will evaluate a range of issues from the perspective of a firm's leaders and managers as they pertain to fostering entrepreneurship and launching new ventures.
 - **BUS–W 430 Organizations and Organizational Change (3 cr.) P:** BUS-Z 370 or BUS-J 304 with a grade of C or higher. The objective of this class is to introduce the principles of organization design - the blueprint by which different parts of the organization (e.g., production, marketing, financial, accounting, and MIS systems) fit together to create an effective organization. Organization design provides the means by which strategy and goals are implemented, so it is as important to a firm's overall performance as financial performance, operational efficiencies or market share.
 - **BUS-W 455 Topics in Entrepreneurship & Corporate Innovation (1 - 5 cr.)** Variable topic, variable credit course in Entrepreneurship & Corporate Innovation.
 - **BUS–W 490 Independent Study in Entrepreneurship & Corporate Innovation (1 - 5 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. Written report required.
- Leadership:**
- **BUS-Z 155 Topics in Leadership (1 - 5 cr.)** Variable topic, variable credit course in Leadership.
 - **BUS-Z 255 Topics in Leadership (1 - 5 cr.)** Variable topic, variable credit course in Leadership.
 - **BUS–Z 271 Global Business Analysis (1.5 cr.) P:** BUS-D 270 with a grade of C or better. Z271 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.
 - **BUS–Z 272 Global Business Immersion (3 cr.) P:** BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
 - **BUS–Z 302 Managing & Behavior in Organizations (3 cr.) P:** Must have a class standing of Junior or higher and not be a Kelley School of Business student. Integration of behavior and organizational theories. Application of concepts and theories toward improving individual, group, and organizational performance. Builds from behavioral foundation toward an understanding of managerial processes. Credit not given for both BUS-Z 302 and (BUS-Z 304, BUS-Z 370).
 - **BUS–Z 304 Leadership-Honors (3 cr.) P:** Must have a class standing of Junior or higher and be a Business Honors Program student or LAMP student. Integration of behavior and organizational theories. Application of concepts and theories toward improving individual, group, and

organizational performance. Builds from behavioral foundation toward an understanding of managerial processes. Credit not given for both BUS-Z 304 and (BUS-Z 302, BUS-Z 370).

- **BUS-Z 340 Introduction to Human Resources (3 cr.)** P: Admission to Kelley School of Business; Sophomore Standing or higher. Nature of human resource development and utilization in American society and organizations; government programs and policies, labor force statistics, organizational personnel departments, personnel planning, forecasting, selection, training, development, and integration of government and organizational human resource programs.
- **BUS-Z 355 Topics in Leadership (1 - 5 cr.)** Variable topic, variable credit course in leadership.
- **BUS-Z 370 I-Core—Leadership Component (3 cr.)** P: Must have completed all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 375. Course will cover three main areas: 1) introduce concept of employees as a human resource, how leaders can combine personalities, knowledge, skills, and abilities of individual workers to achieve firm's goals; 2) learn principles of peer-to-peer feedback and tools to analyze team effectiveness; 3) focus on leadership of an organization. Credit not given for both BUS-Z 370 and (BUS-Z 302, BUS-Z 304).
- **BUS-Z 390 Leading Diverse, Equitable, and Inclusive Organizations Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Leading Diverse, Equitable, and Inclusive Organizations (LDEI) elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-Z 404 Effective Negotiations (3 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. Negotiation, art and science of securing agreements between two or more parties who are interdependent and need each other to meet professional or personal goals. You can think about negotiation as a decision-making process by which two or more people try to come to agreement on how to allocate resources.
- **BUS-Z 447 Leadership, Teamwork, and Diversity (3 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. This course uses a "matrix approach" to provide an integrated experience for the student. Ultimately, this course aims to strengthen students' leadership potential, their ability to be an effective team member of a high performing team, and to understand, respect, and value diversity.
- **BUS-Z 448 Inclusive Leadership (3 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. Develop personal competencies to effectively lead diverse, equitable, and inclusive organizations. Students will: identify and address personal bias and preferences; understand and coordinate differing perspectives for better decision-making; learn to be an ally for others; and create an individual portfolio of leadership skills to apply across multiple situations.
- **BUS-Z 449 Strategic Human Resource Management (3 cr.)** P: BUS-Z 370 or BUS-J 304 with a grade of C or higher. Strategic HR Management uses traditional tools - recruitment, selection, performance management, compensation/

benefits, training/development to ensure employees are source of competitive advantage for their organizations. Strategic HR requires strategic deliverables - actions and outcomes that execute firm's strategy, motivate strategic behavior by employees, provide firm with talent to support innovation/ growth.

- **BUS-Z 455 Topics in Leadership (1 - 5 cr.)** Variable topic, variable credit course in Leadership.
- **BUS-Z 490 Independent Study in Leadership (1 - 5 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. Written report required.
- **BUS-Z 494 Herman B Wells Seminar in Leadership (3 cr.)** P: BUS-Z 302 or Z 304, and must be a Business Honors Program student. This course is for students with high scholastic ability and promise of developing leadership qualities exemplified by Herman B. Wells. Topics may include leadership, globalization, and e-commerce.

Business Administration:

- **BUS-X 100 Introduction to Business (3 cr.)** 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: Student must be a Kelley School Direct Admit. 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: Must be a LAMP student and have a class standing of Junior or higher. Managing Business Functions (X333) provides an overview of how twenty first century businesses are strategically managed and organized in a rapidly changing world. It explores how to develop competitive advantage within market constraints and align strategy with organization design, the blueprint by which different parts of the organization collaborate to ensure long-term financial performance.
- **BUS-X 403 The Consulting Industry (1.5 cr.)** 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. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-X 404 Structured Thinking & Interpersonal Aspects of Consulting (1.5 cr.)** This course is designed to develop your analytic and communications skills and help you succeed in consulting-type case interviews, to build on the skills that you developed in J420, and to develop the interpersonal skills that are crucial to longer-term success as a consultant. An application is required

for this course. See more information about [Kelley Undergraduate Workshops](#).

- **BUS-X 418 Life Science Global Events and Trends (1.5 cr.)** The basic focus of this course is the enumeration and analysis of key trends shaping the future of life sciences companies - demographics, globalization, regulation, cost controls, mergers and acquisitions, scientific discovery, technological innovation, etc. The life sciences industries will be impacted by many factors in expected, unexpected and subtle ways. An application is required for this course. See more information about the [Business of Life Sciences](#).
- **BUS-X 419 The Life Sciences Industry from Research to Patient (1.5 cr.)** This course introduces students to all the parts of the industry including the players and their challenges in basic science, medical devices, pharmaceuticals, generics, biotech, distributors, health care providers, insurers, venture capitalists, etc. It also defines the concept of value chain, which describes how these players interrelate in the production of life science outcomes. An application is required for this course. See more information about the [Business of Life Sciences](#).
- **BUS-X 496 Supervised Independent Honors Research (1 - 6 cr.)** P: Must be a Business Honors student. Supervised individual study and research in student's special field of interest for Business Honors students. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Written report required.

Marketing

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.

- **BUS-M 155 Topics in Marketing (1 - 5 cr.)** Variable topic, variable credit course in Marketing.
- **BUS-M 255 Topics in Marketing (1 - 5 cr.)** Variable topic, variable credit course in Marketing.
- **BUS-M 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with a grade of C or higher. M271 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.
- **BUS-M 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-M 300 Introduction to Marketing (3 cr.)** P: Sophomore standing or higher and must not be a

Kelley School of Business student. Examination of the market economy and marketing institutions in the U.S. Decision making and planning from the manager's point of view; impact of marketing actions from the consumer's point of view. Credit not given for both BUS-M 300 and (BUS-M 304, BUS-M 370).

- **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: Must be a Business Honors student and complete all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 304. Examines the 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. Credit not given for both BUS-M 304 and (BUS-M 300, BUS-M 370).
- **BUS-M 306 Global Sales Workshop I (0 - 3 cr.)** P: BUS-M 330. 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. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-M 311 Introduction to Marketing Communications (3 cr.)** P: BUS-M 300 and must not be a Kelley School of Business student. This course introduces non-marketing majors to the field of advertising and promotion. You will learn to understand how advertising, promotions, and other forms of marketing communications are developed and managed. Following this class, you should be able to comfortably discuss activities of those in advertising, public relations, and promotion management.
- **BUS-M 312 Retail Marketing Management (3 cr.)** P: BUS-M 300 and must not be a Kelley School of Business student. This course introduces non-marketing majors to the field of retail marketing management. You will learn to critically analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed.
- **BUS-M 330 Consultative Selling (3 cr.)** P: Must be a Business student and have a class standing of Sophomore or higher. This course is designed to provide insights into the sales profession 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 331 Consumer Marketing Workshop (3 cr.)** P: Admission to the Kelley School of Business and Sophomore standing. This is an intensive immersion program for students with a passion for consumer marketing. The objective is the development of skills necessary to be successful in various consumer marketing-related careers. It offers multiple opportunities to engage with executives, solidify practice fundamentals, and gain exposure to challenges and opportunities. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-M 339 Retail Marketing Analytics (3 cr.)** P: Sophomore standing and current Kelley School of Business student. This course will use a text and an ecommerce simulation, case studies with data sets, and data from retailers as material for employing a variety of data analysis techniques in class. This analysis is focused on developing insights that allow retail managers to more effectively serve their customers.
 - **BUS-M 344 Creativity and Communication (3 cr.)** P: (BUS-C 104 or BUS-C 106) and (BUS-C 204 or BUS-C 205) 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 cover 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. Emphasis is on using database systems to accomplish specific objectives. Topics include the nature and sources of scanner data, micromerchandising systems and analysis tools for databases.
 - **BUS-M 349 Retail Workshop (3 cr.)** 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. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-M 355 Topics in Marketing (1 - 5 cr.)** Variable topic, variable credit course in Marketing.
 - **BUS-M 360 Sales for Social Impact (3 cr.)** P: Must be Business student with at least Sophomore standing. 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. An application is required for this course. See [Kelley International Programs](#) for more information.
 - **BUS-M 370 I-Core—Marketing Component (3 cr.)** P: Must have completed all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 375. The marketing component covers marketing planning and decision making examined from the 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. Credit not given for both BUS-M 370 and (BUS-M 300, BUS-M 304).
 - **BUS-M 390 Marketing Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Marketing elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-M 391 Professional Sales Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Professional Sales elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-M 392 Digital & Social Media Business Applications Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Digital & Social Media Business Applications elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-M 401 International Marketing (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Application of strategic marketing concepts and theory to the international arena. Stresses development of global perspective in understanding the uncontrollable forces affecting international operations and their impact upon the marketing mix. Examines the various marketing functions within an international perspective.
 - **BUS-M 405 Consumer Behavior (3 cr.)** P: Must be a Business student and have a class standing of Sophomore or higher. 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 (0 - 3 cr.)** P: BUS-M 306. 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. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).

- **BUS-M 407 Business-to-Business Marketing (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. 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 415 Advertising & Integrated Marketing Communications (IMC) (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. 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: Junior standing or higher. 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 product 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: 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 grade of C or better and declared

Digital & Social Media Business Applications co-major. 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 common 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. 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. 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.
- **BUS-M 432 Digital Marketing (3 cr.)** P: BUS-M 370 or BUS-M 304 with a grade of C or higher. Marketing in the digital age is markedly different than in the past. Students get a hands-on experience with critiquing and creating digital marketing strategies.
- **BUS-M 436 Advanced Professional Sales Practicum (3 cr.)** P: BUS-M 330. This is an interactive and intensive education course designed for students pursuing a career in professional sales and marketing. The primary objective is to refine skills in the professional sales process.
- **BUS-M 450 Marketing Strategy (3 cr.)** P: BUS-M 303 and BUS-M 346. Focuses on marketing's role in gaining a sustainable competitive advantage. Topics include competitor analysis, customer analysis, marketing environmental analysis, market potential analysis, and managing competitive interaction. Emphasis is on applications through the use of case studies and/or marketing game simulation of competitive interaction and the development of a strategic marketing plan.
- **BUS-M 455 Topics in Marketing (1 - 5 cr.)** Variable topic, variable credit course in Marketing.
- **BUS-M 490 Independent Study in Marketing (1 - 5 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. Written report required.

Operations & Decision Technologies

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.

Business Analytics:

- **BUS-K 271 Global Business Analysis (1.5 cr.)**
P: BUS-D 270 with a grade of C or better. K271 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.
 - **BUS-K 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or better. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
 - **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 BUS-K 303 and BUS-K 304.
 - **BUS-K 304 Technology and Business Analysis-Honors (3 cr.)** P: (BUS-K 201 or BUS-K 204 with a grade of C or better) and (member of Business Honors Program or member of Hutton Honors College). 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 BUS-K 304 and BUS-K 303.
 - **BUS-K 315 Business Process Management (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. While focusing on the fundamentals of business process management, this course's objective is to learn how information technology can enable and help manage business processes. The three main topic areas of the course are enterprise data exchange, enterprise systems, and process management and analysis.
 - **BUS-K 327 Modeling Business Data (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. This course provides immersion into business skills including critical thinking, problem solving, process development and modeling, and analytical tools employed to convert raw data into information for decision making. It emphasizes fundamental data analytics principles, taking a layered approach: 1) data retrieval; 2) data analysis; and 3) modeling decision-making processes.
 - **BUS-K 353 Business Analytics & Modeling (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. This course focuses on the layered process of transforming data into insights, which includes descriptive analytics to characterize data, predictive analytics that centers on the use of machine learning algorithms to evaluate the likelihood of future outcomes and prescriptive analytics to identify optimal strategies to achieve the performance goals.
 - **BUS-K 355 Topics in Business Analytics (1 - 5 cr.)** Variable topic, variable credit course in Business Analytics.
 - **BUS-K 390 Business Analytics Topics Abroad (1 - 5 cr.)** Variable topic, variable credit Business Analytics elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
 - **BUS-K 455 Topics in Business Analytics (1 - 5 cr.)** Variable topic, variable credit course in Business Analytics.
 - **BUS-K 481 Business Analytics Consulting Workshop (1.5 - 3 cr.)** Students enroll in BUS-BE 481. The objective of this course is to prepare students for careers in business analytics consulting. This course will provide students with: 1) understanding the players in the business analytics consulting industry; and 2) developing engagement recommendations for a client by applying decision-making frameworks. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-K 490 Independent Study in Business Analytics (1 - 5 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.
- Supply Chain Management and Operations Management:**
- **BUS-P 155 Topics in Operations & Supply Chain Management (1 - 5 cr.)** Variable topic, variable credit course in Operations & Supply Chain Management.
 - **BUS-P 254 Introduction to Business Operations Consulting (1.5 cr.)** This course engages students in discussions with business operations consulting practitioners so that they can understand and apply the frameworks, tools and techniques used in business operations consulting. The culmination of what is learned throughout the course will be a team case presentation that includes analysis of a real-world situation. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
 - **BUS-P 255 Topics in Operations & Supply Chain Management (1 - 5 cr.)** Variable topic, variable credit course in Operations & Supply Chain Management.
 - **BUS-P 256 Business in a Flat World (3 cr.)** 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. An application is required for this course. See [Kelley International Programs](#) for more information.

- **BUS-P 257 Digital Innovation - Logistics (1.5 cr.)**
The objective of this course is to prepare students for careers in logistics and transportation. This course will introduce students to: 1) digital innovation in logistics and transportation; 2) use cases in application of digital technologies in logistics and transportation. That will be followed by the analysis of multiple cases. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-P 271: Global Business Analysis (1.5 cr.) P:** D-270 with a grade of C or higher. P271 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.
- **BUS-P 272 Global Business Immersion (3 cr.) P:** BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-P 300 Introduction to Operations Management (3 cr.) P:** BUS-K 201 or BUS-K 204 with a grade of C or better and must not be a Kelley School of Business student. 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. Credit not given for both BUS-P 300 and (BUS-P 301, BUS-P 304, BUS-P 370).
- **BUS-P 304 Operations Management: Honors (3 cr.) P:** Must be a Business Honors student and have completed all I-Core prerequisites with grade of C or better. Students enroll in BUS-BE 304. A survey course concerned with the production and distribution of goods and services. It is a part of the Integrative Core, along with survey courses in finance and marketing. Topics include: inventory management, demand forecasting, aggregate production 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. BUS-P 304 and (BUS-P 300, BUS-P 301, BUS-P 370).
- **BUS-P 316 Sustainable Operations (3 cr.) P:** BUS-K 201 or BUS-K 204 with a grade of C or better. This course focuses on operational sustainability and employs case studies to cover topics such as lean, take-back legislation, environmental management systems and ISO 14001 certification, green buildings/LEED certification, lifecycle assessment, reducing an organization's carbon footprint, renewable energy, design for environment, leasing and servicing, remanufacturing, recycling, reuse, and sustainable sourcing.
- **BUS-P 319 Supply Chain Management with Digital Technologies (3 cr.) P:** BUS-K 201 or BUS-K 204 with grade of C or better. Supply chain management is an integrated approach to planning, implementing and controlling flow of information, materials and services from raw material to finished product for distribution to customers and includes topics such as facility network design, supply chain coordination, forecasting, omnichannel retail, inventory management, transportation network design, sourcing and sustainability.
- **BUS-P 320 Supply Chain Management: Global Sourcing (3 cr.) P:** BUS-K 201 or BUS-K 204 with a grade of C or better. Sourcing is the process of acquiring goods and services to support an organization's operations and includes topics such as 1) operational sourcing that identifies the purchase function and activities; 2) strategic sourcing that matches business with sourcing strategies; and 3) future of sourcing including Industry 4.0, blockchain with smart contracting.
- **BUS-P 354 Business Operations Consulting: Essentials for Success (1.5 cr.)** The objective of this course is to prepare students for careers in business operations consulting. Our primary learning objectives are to better understand the lifecycle of a business operations consulting engagement, selling and proposing business operations consulting services, and the ethical dilemmas one encounters in business operations consulting.
- **BUS-P 355 Topics in Operations & Supply Chain Management (1 - 5 cr.)** Variable topic, variable credit course in Operations & Supply Chain Management.
- **BUS-P 356 Lean Six Sigma (3 cr.) P:** BUS-K 201 or BUS-K 204 with a grade of C or better. This course introduces the fundamental Lean Six Sigma principles, concepts, tools, and methodologies that underlie continuous improvement approaches and showcases the application of these practices to improve quality, productivity, customer satisfaction, employee satisfaction, time-to-market and financial performance and includes topics such as Lean, Kaizen, DMAIC, project management, and change management.
- **BUS-P 357 Digital Logistics & Transportation (1.5 cr.)** The objective of this course is to prepare students for careers in logistics and transportation. This course will provide students with: 1) an overview of sub-sectors within logistics and transportation; 2) an understanding of management frameworks for firms; and 3) a business plan for infusing digital technologies in this area. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-P 370 I-Core—Operations Component (3 cr.) P:** Completion of all I-Core prerequisites with grade of C or higher. Students enroll in BUS-BE 375. The operations component is concerned with the production and distribution of goods and services. Topics include inventory management, demand forecasting, aggregate productions planning, shop scheduling, project management, quality control, and layout and process design. Includes a cross-functional case done in teams. BUS-P 370 and (BUS-P 300, BUS-P 301, BUS-P 304).

- **BUS-P 390 Supply Chain Management Topics Abroad (3 cr.)** Variable topic, variable credit Supply Chain Management elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-P 391 Operations Management Topics Abroad (3 cr.)** Variable topic, variable credit Operations Management elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-P 429 Operations Processes (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or better. This course focuses on the analysis and design of the processes by which products or services are created and delivered to customers and includes topics such as bottleneck analysis, process design principles, static process analysis, value chain analysis and lean, process variability and quality, and queueing models.
- **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. Logistics refers to coordinating and moving resources-people, materials, inventory, and equipment-from one location to another. Logistics includes topics such as network planning, distribution, warehousing and packaging and benefits from innovations such as blockchain. Logistics applications include same-day delivery, global logistics, reverse logistics and humanitarian logistics.
- **BUS-P 455 Topics in Operations & Supply Chain Management (1 - 5 cr.)** Variable topic, variable credit course in Operations & Supply Chain Management.
- **BUS-P 481 Supply Chain Planning and Analytics (3 cr.)** P: BUS-K 303 or BUS-K 304 with grade of C or higher. At the intersection of supply chain management and data analytics, this course showcases quantitative approaches to modeling managerial tradeoffs and selecting among data-driven alternatives and includes topics such as static and adaptive forecasting, aggregate planning, sales and operations planning, deterministic and stochastic inventory models, optimal product availability, and revenue management.
- **BUS-P 490 Independent Study in Operations & Supply Chain (1 - 5 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. Written report required.

Information Systems and Digital Technology Management:

- **BUS-S 155 Topics in Information Systems (1 - 5 cr.)** Variable topic, variable credit course in Information Systems.
- **BUS-S 255 Topics in Information Systems (1 - 5 cr.)** Variable topic, variable credit course in Information Systems.
- **BUS-S 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with a grade of C or better. S271 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.
- **BUS-S 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or better. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-S 302 Digital Business Technologies (3 cr.)** P: BUS-K 201 or BUS-K 204 with a grade of C or better. This course focuses on the digital ecosystem, the interplay between physical and digital worlds, to explore digital trends and innovations for businesses. Course topics include enterprise modeling frameworks, enterprise system platforms, digital transformation, and the Software Development Lifecycle (SDLC) project management framework.
- **BUS-S 305 Technology Infrastructure (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. This course examines how computer networks move messages from one computer to another, and how firms design and deploy network infrastructure and includes topics such as five network layers, network technologies such as LAN and backbone network components, WAN technologies, network design, and network security and management.
- **BUS-S 307 Data Design & Management (3 cr.)** P: BUS-K 201 or BUS-K 204 with a grade of C or better. This course focuses on the lifecycle of data management including data requirements elicitation, conceptual and logical design, along with database implementation/querying using SQL and NoSQL. Using hands-on tools, students learn how to apply key concepts of database design and write SQL/NoSQL queries to develop dashboards that dovetail with business needs.
- **BUS-S 308 Business Application Development (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. This course covers concepts underlying design, implementation and use of modern programming languages with an emphasis on business applications. The course first focuses on coding fundamentals and programming logic and then introduces a dominant paradigm in computing, object-oriented-programming, which is the basis for modularity and reusability.
- **BUS-S 310 Analysis and Design of Digital Solutions (3 cr.)** P: BUS-S 302 with a grade of C or higher. This course focuses on the development of the prototype of a digital solution for a business case, following an Agile approach and includes topics such as Scrum, Unified Modeling Language (UML), web development languages and tools such as HTML, CSS, and Bootstrap, which is used to create a responsive system.

- **BUS-S 326 Web and Social Media Analytics (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or better. This course focuses on retrieving, visualizing, and analyzing social media and web traffic data to monitor and improve digital service performance. The course starts with technical understanding and practical applications of social network analysis. Next, it delves into managerial understanding and hands-on practice of web analytics for web performance optimization.
- **BUS-S 355 Topics in Information Systems (1 - 5 cr.)** Variable topic, variable credit course in Information Systems.
- **BUS-S 364 Business Data Programming (3 cr.)** P: BUS-K 201 or K204 with a grade of C or better. This course employs business data programming to introduce the principles of programming for business analytics and includes topics such as data structures, loops, functions, file input/output, reading from data sources, and the use of Python packages such as NumPy, Pandas, Matplotlib, Seaborn to conduct the entire lifecycle of business analytics.
- **BUS-S 375 Introduction to Technology Consulting (1.5 cr.)** This course focuses on a new topic in Information Systems relevant to management decision making. Learning occurs through lecture, case discussion, problem solving, group projects, or completion of exercises that further the knowledge and skills of students enrolled in the course. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-S 390 Information Systems Topics Abroad (3 cr.)** Variable topic, variable credit Information Systems elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-S 391 Digital Technology Management Topics Abroad (3 cr.)** Variable topic, variable credit Digital Technology Management elective course completed on a Kelley School of Business approved study abroad program. Approved courses earn direct IU credit.
- **BUS-S 400 Integration of Systems and the Business (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher and must not be an Accounting major. This course takes an integrative approach to showcase how accounting applications are at the core of every organization's enterprise systems and includes topics such as systems selection/architecture, role of IT in an organization, business cycles (e.g., Purchase-to-pay, Order-to-cash), internal controls, process mapping, project management and hands-on use of enterprise systems software.
- **BUS-S 432 Applied Data Programming for Business (1.5 cr.)** P: BUS-F 303 and BUS-F 305 with minimum C- grades; C: BUS-S 432. Students enroll in BUS-BE 432. This is the first course of a two-course sequence. The course introduces business analytics programming based on Python using IDEL and Jupyter as the integrated development environment. It teaches how to retrieve and manipulate databases, text files, and other data stores. It covers basic statistics, simple analytics, and Python libraries.
- **BUS-S 433 Information Systems Security (3 cr.)** P: BUS-K 303 or BUS-K 304 with a grade of C or higher. This course focuses on principles of confidentiality, integrity, and availability as they pertain to information systems security and provides a foundation-level literacy of security knowledge, methods, and best practices to help modern business enterprises address the challenge. Hands-on labs showcase how to apply various security strategies through a practical application.
- **BUS-S 455 Topics in Information Systems (1 - 5 cr.)** Variable topic, variable credit course in Information Systems.
- **BUS-S 475 Technology Consulting Essentials (1.5 cr.)** The objective of this course is to prepare students for careers in IT consulting. The process of merging business consulting with technology for an external client is a challenging and rewarding profession. The course will present the inner workings of the IT consulting industry. An application is required for this course. See more information about [Kelley Undergraduate Workshops](#).
- **BUS-S 490 Independent Study in Information Systems (1 - 5 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. Written report required.

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

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 Skills:

- **BUS-C 104 Business Presentations (3 cr.)** 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. Credit not given for both BUS-C 104 and BUS-C 106.
- **BUS-C 106 Business Presentations: Honors (3 cr.)** P: Must be a Business or Hutton Honors College student. Students are introduced to oral

communication in business contexts. Course focus is on theory-based skill development enabling students to deliver audience-centered messages, work in teams, analyze and develop oral arguments. Students are given an additional opportunity to engage in an international, creative, or political communication exercise. Credit not given for both BUS-C 106 and BUS-C 104.

- **BUS-C 155 Topics in Communication Skills (1 - 5 cr.)** Variable topic, variable credit course in Communication Skills.
- **BUS-C 204 Business Writing (3 cr.)** P: Must have a class standing of Sophomore or higher and (ENG-W 131 or ENG-W 170 or CMLT-C 110) with a grade of C or higher. Theory and practice of written communication in business. Stresses clarity, organization, use of correct, forceful English in correspondence, inter-office writing, and reports. Credit not given for both BUS-C 204 and BUS-C 205.
- **BUS-C 205 Business Writing: Honors (3 cr.)** P: Must be a student in the Business Honors Program or Hutton Honors College, and have a class standing of Sophomore or higher, and (ENG-W 131 or ENG-W 170 or CMLT-C 110) with a grade of C or higher. 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. Credit not given for both BUS-C 205 and BUS-C 204.
- **BUS-C 255 Topics in Communication Skills (1 - 5 cr.)** Variable topic, variable credit course in Communication Skills.
- **BUS-C 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with grade of C or better. 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.
- **BUS-C 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).
- **BUS-C 355 Topics in Communication Skills (1 - 5 cr.)** Variable topic, variable credit course in Communication Skills.
- **BUS-C 455 Topics in Communication Skills (1 - 5 cr.)** Variable topic, variable credit course in Communication Skills.
- **BUS-C 490 Independent Study in Communication Skills (1 - 5 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. Written report required.

Professional Skills:

- **BUS-I 304 Honors I-Core Discussion (1 cr.)** P: Must be a Business Honors student, and have completed all I-Core prerequisites with a grade of C or better. Part of Honors I-Core.
- **BUS-T 134 Jellison LLC Community Development (1 cr.)** P: Jellison LLC students only. BUS-T 134 is a discussion-based course that gives first-year students an opportunity to tie together three aspects of a student's development (personal, academic, and professional). Students will set personal, academic, and professional goals while gaining the confidence and interpersonal skills necessary to connect with peers, professors, and business professionals.
- **BUS-T 144 Jellison LLC Hot Topics (1 cr.)** P: BUS-T 134 and must be a Jellison Living Learning Center student. Provides students the opportunity to explore the connection between some outside interest and business. It supports the Jellison LLC's mission to engage young students in creative thinking and encourages students to explore their interests.
- **BUS-T 155 Topics in Professional Skills (1 - 5 cr.)** Variable topic, variable credit course in Professional Skills.
- **BUS-T 175 Kelley Compass 1 (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 255 Topics in Professional Skills (1 - 5 cr.)** Variable topic, variable credit course in Professional Skills.
- **BUS-T 271 Global Business Analysis (1.5 cr.)** P: BUS-D 270 with grade of C or better. 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.
- **BUS-T 272 Global Business Immersion (3 cr.)** P: BUS-D 270 with a grade of C or higher. 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. An application is required to be a part of this course. See more information about [Global Business Immersion](#).

- **BUS-T 275 Kelley Compass 2 (1.5 cr.)** P: BUS-T 175 with a grade of C or better and Sophomore standing. 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. Credit not given for both BUS-T 275 and (ASCS-Q 296, SPEA-V 252).
- **BUS-T 355 Topics in Professional Skills (1 - 5 cr.)** Variable topic, variable credit course in Professional Skills.
- **BUS-T 375 Kelley Compass 3 (1 cr.)** P: BUS-T 275 with a grade of C or better and Junior standing or higher; C: BUS-BE 375 (I-Core). 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.
- **BUS-T 455 Topics in Professional Skills (1 - 5 cr.)** Variable topic, variable credit course in Professional Skills.
- **BUS-T 490 Independent Study in Professional Skills (1 - 5 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. Written report required.
- **BUS-W 499 Co-op/Intern Work Assignment Off-Campus (0 cr.)** A full-time work experience related to the student's occupational interest. In most cases the student is off-campus for a one-semester work experience. An application is required to be a part of this course. See [Undergraduate Career Services](#) for more information.
- **BUS-X 480 Internship Abroad (1 - 6 cr.)** Variable topic, variable credit Business internship completed on a Kelley School of Business approved study abroad program. Approved internships earn direct IU credit.
- **BUS-X 498 Business Internship for Credit (2 cr.)** 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. An application is required to be a part of this course. See [Undergraduate Career Services](#) for more information.

Computer Skills:

- **BUS-K 155 Topics in Computer Skills (1 - 5 cr.)** Variable topic, variable credit course in 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.)** Introduction to computer basics, information systems, and their application to managerial decision making. The course stresses end-user computing responsibility and explores current managerial issues in the hardware and software markets. Major topics include: microcomputer orientation; systems software; development software (BASIC language); commercial applications software (word-processing, spreadsheet, SBMS, and business graphics). Credit not given for both BUS-K 201 and BUS-K 204.
- **BUS-K 204 The Computer in Business: Honors (3 cr.)** P: Must be a Business Honors Program student or Honors College student. Introduction to the role of computers in business with emphasis on microcomputer applications. Experimental exercises include learning Windows-based spreadsheets, database applications, electronic mail, and Internet navigation tools. The lectures focus on the use and application of technology (hardware, software, networks, databases) and integrates current management topics (business applications, systems development, data management, computer ethics). Credit not given for both BUS-K 204 and BUS-K 201.
- **BUS-K 255 Topics in Computer Skills (1 - 5 cr.)** Variable topic, variable credit course in Computer Skills.
- **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.

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

[Kelley School of Business, Undergraduation Program](#)

[Kelley School of Business contact information by department/unit](#)

History of the Kelley School

To learn more about the history of the Kelley School of Business, please visit our [website](#).

Overview

The Vision, Mission, Values, Goals, and Strategic Initiatives of the Kelley School of Business can be found on our [About Us webpage](#).

Enrollment Policies

Late Enrollment Policy

Kelley School of Business students who have not yet enrolled in fall or spring semester by the end of the first week of the semester must submit a petition to obtain a Late Enrollment Form. There is no guarantee that a petition for late enrollment will be granted. Students should talk with their academic advisor about the petition process.

Late Course Adds

For all Kelley (BUS) I-Core prerequisite courses that meet for a full semester or the first eight weeks, students must be enrolled in these by the Sunday after of the first week of classes. No late adds will be accepted for these courses.

Late adds for other BUS courses will only be approved due to extenuating circumstances. It is the expectation that students are enrolled in their BUS courses by the end of the first week of the start of their course.

I-Core Drops

Students who choose to drop I-Core must drop all components of I-Core, including BUS-T 375 and/or BUS-I 304 (for Business Honors students).

I-Core Retakers

Students cannot retake a component of I-Core in which they earned a D- or better. I-Core retake seats are reserved only for those students who earned a grade of F in a component of I-Core.

Students who need to retake a component of I-Core can only retake this component in spring or summer semester, unless the student plans to graduate in December and needs the retake to graduate on time.

Business Program Fee

All undergraduate students admitted to the Kelley School of Business are charged a business program fee for any term in which they are enrolled in one or more credit hours. This fee is incurred even when a student is not enrolled in any business courses.

There is no process or circumstance where this fee is waived when a student continues to pursue a Bachelors of Science in Business.

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 GPA 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 Program GPAs are based only upon coursework taken at Indiana University campuses or on a

Kelley (or other IU) study abroad program. 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](#). More information can be found on the [Kelley Student Portal EX-Petition page](#). Kelley students wanting to submit an EX-Petition must submit the [EX-Petition Form](#).

Important Note: The Kelley School of Business does not acknowledge this policy for **Program** GPA purposes, which is the GPA used for some scholarships, graduation, and academic standing (i.e., good standing, academic probation, academic dismissal) 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 contact the Kelley Recorder (ksbrec@indiana.edu) 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 their 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. A Kelley advisor will share the details of the petition process with the student during their meeting.

Grade Appeals

If you believe there has been an error in calculating the final grade in one of your courses or if you dispute the grade based on a bias by the instructor, you may appeal that grade. See the [Student Advocates website](#) for assistance with your appeal.

To appeal a grade:

1. For all courses, speak directly with your [instructor](#) to try to resolve the matter.
2. For courses offered by the Kelley School of Business (BUS prefix):
 1. If you are unable to resolve the matter with the instructor, file a written appeal by sending your appeal memo to ksappeal@indiana.edu. The memo should be submitted no later than Oct. 15th for appeals of a final grade in the previous spring or summer semester and by February 15th for appeals of a final grade in the previous fall semester. If the student has not met with

the instructor and chair, Kelley directs them to do so.

2. If the meeting with the department chair and instructor does not resolve the student's appeal, then the student can request the appeal be sent to the Academic Fairness Committee. After confirmation that there has been an attempt to resolve at an informal level, the student's appeal will be reviewed by the Academic Fairness Committee for a final decision.
3. The Kelley School of Business will not approve grade changes from a letter grade (A-F) to an I (Incomplete). It is at the discretion of the instructor to allow any graded materials to be submitted after grades are posted to support a grade change for a student.
4. If a student is seeking a grade change of a letter grade (A-F) to a retroactive withdrawal (W), then the student should start that process with the [Student Advocates' Office](#). This type of grade change is granted only when medical or personal events have prevented you from completing a course.
3. For courses outside of the Kelley School of Business (non-BUS classes), if you cannot resolve your grade appeal with the instructor, please work with Student Advocates on next steps.

Auditing Classes

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

Honor Code

The [Kelley School of Business Honor Code](#) provides an opportunity for students to actively shape their future behaviors and values. This student-written code proclaims a commitment to ethical principles and unifies students by a set of values that holds honesty and integrity in the highest regard.

All Kelley students are also held to the standards of the IU [Code of Student Rights, Responsibilities, and Conduct](#). Indiana University disciplinary procedures determine responsibility for violations of the [Code of Student Rights, Responsibilities, and Conduct](#) and determine the appropriate consequences for violations of policy. If the sanction for a violation of academic or personal misconduct is expulsion from Indiana University Bloomington, the student will be unable to return to the Kelley School of Business under any circumstance at any time. If the sanction for a violation of academic or personal misconduct is suspension from Indiana University Bloomington, the student may appeal to be reinstated in the Kelley School of Business after they have served their suspension time. However, there is no guarantee students will be readmitted to the Kelley School of Business after a disciplinary suspension. Please email the Kelley Record at ksbrec@indiana.edu for information on the post-disciplinary suspension appeal process.

Scholastic Standards

- Honor Code

- Academic Misconduct
- Good Academic Standing
- Minimum GPA & Grades
- Academic Warning, Probation, and Dismissal Policy

Minimum Grades

The Kelley School GPA Requirements:

- A IU cumulative program GPA of 2.0 (a C average) in all IU courses counting toward the degree, at the time of graduation.
- A cumulative major GPA of 2.0 (a C average) in all courses counting toward each declared business major and co-major, at the time of graduation.

The Kelley School Course Grade Minimums:

- A grade of C or higher in all I-Core prerequisite courses.
- Minimum grades for some specific majors/major courses.
- Minimum grade of D- or higher in all other courses, as long as GPA remains above 2.0.

Integrative Core (I-Core) Minimum Grade Policy:

- Beginning with students completing I-Core in fall 2021, students are required to pass each Integrative Core (I-Core) component with a grade of D- or higher.
 - Students who completed I-Core prior to fall 2021, will be required to complete each component of I-Core (with the exception of BUS-T 375, which requires a D-) with a grade of C or higher.
- Students may be required to receive a higher grade in a component of I-Core in order to be part of certain majors and/or co-majors and enroll in certain major/co-major courses.
- Students earning a passing grade (D- or higher) in any component of the Integrative Core (I-Core) will be unable to retake the passed component of I-Core for any reason.

Academic Misconduct

Indiana University and the Kelley School expect students to follow the fundamental principles of academic integrity in the pursuit of learning. The [Kelley School of Business Honor Code](#) provides an opportunity for students to actively shape their future behaviors and values. 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 published, 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.

Academic Warning, Probation, and Dismissal Policy

To engage early with students who are struggling academically and help match them to the resources and pathways that are best for their situation.

Academic Warning

Students will be placed on Academic Warning if they meet one or more of the below criteria:

- Term Program GPA below a 2.000 but Cumulative Program GPA above a 2.000
- Failure to complete an I-Core prerequisite with a C* or better on the first attempt

Academic Probation

Students will be placed on Academic Probation if they meet one or more of the below criteria:

- Cumulative Program GPA below a 2.000
- Failure to complete an I-Core prerequisite with a C* or better on the second attempt

Academic Dismissal

Students will be Academically Dismissed from the Kelley School of Business if their academic transcript reflects any of the following during their Probation semester:

- Term Program GPA of below a 2.500
- Failure to complete an I-Core prerequisite with a C* or better on the third attempt
- Failure to complete 12 or more credit hours
 - If enrolled in less than 12 credit hours, failure to complete all enrolled credit hours
 - If enrolled in summer, must successfully complete all enrolled summer courses

Students will be Academically Dismissed from the Kelley School of Business outside of an Academic Probation semester if they:

- Earn a Program Cumulative GPA of below a 2.000 for a second time at any point in their undergraduate career

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 the student enrolls at Indiana University anytime during their one-year dismissal period, they are disqualified from ever returning to the Kelley School of Business.

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 lead 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 the Reinstatement Committee 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. This includes students who are Academically Reinstated and use the [Fresh Start Policy](#).

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.

*Grades of **W** or **I** do not meet the C or better requirement.

Good Academic Standing

A student is considered to be in good standing when their IU cumulative program grade point average (GPA) is at least 2.0 (a C average).

Graduation Eligibility

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

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 via their IU email account
- 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.

Graduation and Student Responsibility

In addition to applying for graduation by the relevant deadline (and promptly transferring in credits, if relevant), students are responsible for the following:

- Ensuring majors, co-majors, and minors are officially declared/up-to-date before the start of the student's final year of course work.
 - Students can update majors, co-majors, and minors via the Major Update/Minor Declaration form on the [page](#).
- Enrolling on time for senior year coursework.
- Reviewing their [degree audit](#), which tracks degree progress, before and after enrolling in final semester course work to ensure all degree requirements are on track to be satisfied.
- Contacting or meeting with [advisors](#) for any questions regarding degree requirements/graduation planning.

Complete Transcripts

Credits for all coursework, including final term courses and 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. Given the time needed for processing transcripts, it is not recommended for students to take course work outside of IU in their final semester.

Attendance at Commencement

Students may attend the [IU Bloomington Commencement Ceremony](#) and [Kelley Senior Recognition](#) as long as they have applied for graduation for that term. Students completing degree requirements with summer enrollment must apply for graduation for the summer term and are eligible to participate in May/Spring Commencement and Kelley Senior Recognition.

Participation in either of these celebrations 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 the 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. Returning students will work with Kelley Undergraduate Records and Academic Advising to plan for how they may complete their degree.

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 15-18 credit hours per term. Students wishing to register for more than 21 credit hours must contact a Kelley academic advisor. A student with an IU cumulative program GPA below a 3.0 will not be able to exceed 21 credits under any circumstance.

Kelley Bloomington Business Course Residence Policy

For students pursuing a bachelor's degree within the Kelley School of Business, all BUS (Business) must be taken through IU Bloomington or during a preapproved [Kelley overseas study program](#).

For students completing a Kelley minor or Business Foundations Certificate, please review the requirements [here](#).

Internships

Kelley School students are encouraged to pursue internships and engage with [Kelley Undergraduate Career Services](#). If students wish to enroll in a Kelley internship course (i.e. BUS-W 499 or BUS-X 498), they should contact [Undergraduate Career Services](#).

Prerequisites for Business Courses

Students must have the completed prerequisites on their IU transcript as indicated in the [Schedule of Classes](#). A student who does not have documentation of completion of a course's prerequisite(s) will be removed from the course at the time of departmental prerequisite review, which is usually one week prior to the start of the course.

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](#).

Major/Co-Major Requirement Terms

For an undergraduate student pursuing a major and/or co-major in the Kelley School of Business at IU Bloomington, the applicable major and/or co-major requirements are those in effect at the time the student first enrolls (matriculates) to IU Bloomington as a degree-seeking student. This is known as the student's requirement term.

Students may elect to move their defaulted major and/or co-major requirement term to a later requirement term, if the new requirements better meet the student's needs. Students can only move their requirement term forward; not backward. Once an updated requirement term is requested, this change cannot be reversed. Students can formally request a requirement term change by emailing the Kelley School of Business Recorder at ksbrec@indiana.edu.

Transfer Credit & Waivers

Transfer of Credits Policy

Acceptance of credit from other colleges and universities is processed by the Indiana University Office of Admissions. The applicability of credit toward degree requirements for Business majors and Business minors is determined by the Kelley School.

- For Kelley School of Business majors, no required BUS courses may be transferred in. Business majors may transfer in credit for BUS-F 260 and/or BUS-X 100 for elective/supplemental credit or GenEd S&H credit, if specified on the for the relevant academic year.
- For students pursuing a Kelley School of Business minor or certificate, please see the Kelley minors and certificates page for their transfer course policies.

Please refer to the residency policy for additional information about where eligible coursework can be completed.

Credit by Self-Acquired Competency

The Kelley School does not award academic credit on the basis of Self-Acquired Competency (SAC), Prior Learning Assessment (PLA), and/or the College-Level Examination Program (CLEP).

Academic Honors and Awards

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 Distinction

Academic distinction for excellence in scholarship is based on a Kelley School of Business student's IU Cumulative GPA. The graduation program and eligibility for cream and crimson fourragère (cords) are based on distinction levels from a student's IU Cumulative GPA from the semester prior to graduation. The Official IU transcript and diploma will note the distinction level based on the student's final IU Cumulative GPA.

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

Hutton Honors College

Kelley School of Business students may participate in IU's Hutton Honors College, if they meet admission criteria.

Kelley School students may participate in Hutton Honors, Business Honors, or both programs. For more information about the Hutton Honors College, students should consult the Hutton Honors and follow up with their staff.

Founders Scholars & Honors Convocation

While the Kelley School does not have a Dean's List, Kelley Students may qualify to be IU Founders Scholars. To be designated a , 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 sent to the student's home address. The letter is accompanied by a formal invitation to the convocation. Eligible students should also review their IU email and the website linked above for more information.

I-Core Prerequisites & I-Core

The Kelley Degree includes eighteen I-Core prerequisite courses (45 credit hours). 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 additional details. 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. Please review the transfer credit policy and the business course residency policy for additional information about taking courses outside of the IUB campus.

I-Core 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 all I-Core pre-reqs with a grade of C or better.

First-Year I-Core Prerequisites (must be completed by the end of the first-year):

- ENG-W 131: English Composition (3 credits)
 - Accepted substitutes include: ENG-W 170, CMLT-C 110, or [waiver based on standardized test score](#)
- BUS-C 104 / C106 (H): Business Presentations (3 credits)
- BUS-T 175: Kelley Compass 1 (1.5 credits)
- MATH-M 118 / S118 (H): Finite Math (3 credits)
 - Accepted substitutes include: MATH-D 116/117, MATH-J 113, MATH-M 301, MATH-M 303, MATH-S 303
- MATH-M 119 / M211: Calculus (3 - 4 credits)
 - Accepted substitutes include: MATH-S 211, MATH-M 213
- BUS-K 201 / K204 (H): The Computer in Business (3 credits)
- BUS-A 100: Basic Accounting (1 credit)
- ECON-B 251: Fundamentals of Economics for Business I (3 credits)

Remaining I-Core Prerequisites (must be completed prior to taking I-Core):

- BUS-C 204 / C205 (H): Business Writing (3 credits) *P: Sophomore standing & English Composition with grade of C or higher*
- BUS-T 275: Kelley Compass 2 (1.5 credits) *P: Sophomore standing & BUS-T 175 with grade of C or higher*
- BUS-K 303 / K304 (H): Technology & Business Analysis (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-L 201 / L293 (H): Legal Environment of Business (3 credits) *P: Sophomore standing*
- BUS-A 304 / A307 (H): Financial Reporting & Analysis (3 credits) *P: BUS-A 100 with grade of C or higher*
- BUS-A 306 / A309 (H): Management Accounting & Analysis (3 credits) *P: BUS-A 100 with grade of C or higher*
- ECON-E 370 / STAT-S 301: Statistics (3 credits) *P: varies by course*
 - Accepted substitutes include: ECON-S 370, MATH-M 365, STAT-S 350
- BUS-G 202: Business, Government, & Society (2 credits) *P: ECON-B 251 with grade of C or higher*
- BUS-D 270: Global Business Environments (1.5 credits) *P: Sophomore standing*
- Choose 1:
 - BUS-X 271: Global Business Analysis (1.5 credits)
 - Students may choose any course from a Kelley School of Business department (BUS) that ends in 271 (e.g., BUS-A 271, F271).
 - BUS-X 272: Global Business Immersion (3 credits) *P: BUS-D 270 with grade of C or higher An application is required to be a part of this course.*
 - Students may choose any course from a Kelley School of Business department (BUS) that ends in 272 (e.g., BUS-G 272, L272).
 - An application is required to be a part of this course. See more information about .

Standard I-Core:

Please refer to the [website](#) for all additional I-Core questions. Standard I-Core students enroll in **BUS-BE 375**.

- BUS-F 370 I-Core—Finance Component (3 cr.)
- BUS-M 370 I-Core—Marketing Component (3 cr.)
- BUS-P 370 I-Core—Operations Component (3 cr.)
- BUS-Z 370 I-Core—Leadership Component (3 cr.)
- BUS-T 375 Kelley Compass 3 (1 cr.)

Honors I-Core:

All [Business Honors program](#) students take Honors I-Core. Honors I-Core students enroll in **BUS-BE 304**.

- BUS-F 304 Honors Financial Management (3 cr.)
- BUS-J 304 Honors Strategic Management (3 cr.)

- BUS-M 304 Honors Marketing Management (3 cr.)
- BUS-P 304 Honors Operations Management (3 cr.)
- BUS-I 304 Honors I-Core Discussion (2 cr.)

Business Degree Requirements

- [IUB General Education Curriculum](#)
- I-Core & Prerequisite Requirements
- Other Courses and Credits Required for Graduation
- Major Requirements (vary by department)

Other Required Courses and Credits

Other Required Courses

- ECON-B 252: Fundamentals of Economics for Business II (3 credits) *P: ECON-B 251*
- BUS-L 375 / L 376 (H): Ethics & the 21st Century Business Leader (3 credits) *P: Junior standing, current Kelley student, and BUS-L 201/293 with grade of C or higher*
- **For students who complete Standard I-Core:**
 - BUS-J 375: Strategic Management (3 credits) *P: BUS-Z 370*
- **For students who complete Honors I-Core:**
 - BUS-Z 304: Leadership - Honors (3 credits) *P: Junior standing & Business Honors student*

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(s) and/or additional major(s). Students can consult with Kelley academic advisors about whether/how a second or third major/co-major fits into their degree plan and can consult with career coaches about how these options may complement their professional pursuits.

Non-Business Minor Courses

Kelley students are encouraged to pursue outside minors 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. Kelley students are encouraged to pursue outside minors to further and round out their college experiences.

Supplemental Credits to Reach 120 Graduation Credits

All Kelley students must complete a minimum of 120 credit hours, with an overall Program GPA of 2.0, in order to be eligible for graduation. Students are responsible for tracking their degree progress and should consult with Kelley academic advisors for any questions about degree requirements, including whether they need to take additional courses to satisfy this requirement.

Kelley Undergraduate Workshops

Kelley Workshops:

Workshops provide an augmented academic experience, giving you industry-specific knowledge that will set you apart when you start your career. Through customized courses, speakers, company visits, networking, and mentoring, you'll put your classroom learning into practice and make connections in your future field while you're still in school. All Kelley Workshops require an application process and enrollment in a course to participate in other

workshop programming. View the complete list of [Kelley workshops online](#).

Kelley Scholarships

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

Department of Accounting

The Accounting department offers a major in Accounting. View [here](#) for all Accounting courses and view [here](#) for more about the Department of Accounting.

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).

Note: The Accounting major has a three-semester course sequence, so students must plan carefully for graduation, study abroad, etc., taking into consideration that they will need at least three semesters/terms (may include summer) on the IUB campus to complete Accounting major requirements.

Required courses (19 credits):

- BUS-A 303: Communication for Accountants (1 credit) *P: BUS-C 204/205 with grade of C or higher & declared Accounting major*
- BUS-A 311: Intermediate Accounting I (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-A 312: Intermediate Accounting II (3 credits) *P: BUS-A 311 with grade of C or higher*
- BUS-A 325: Cost Accounting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-A 329: Taxes and Decision Making (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-A 337: Accounting Information Systems (3 credits) *P: BUS-K 303/304 with grade of C or higher & declared Accounting major*
 - Note: BUS-S 400 is not available to Accounting majors as a substitute for BUS-A 337 or as a supporting major course
- BUS-A 424: Auditing & Assurance Services (3 credits) *P: BUS-A 312 with grade of C or higher*

Elective Courses (3 credits):

- BUS-A 422: Advanced Financial Accounting I (3 credits) *P: BUS-A 310 or BUS-A 312 with grade of C or higher*
- BUS-A 437: Advanced Management Accounting (3 credits) *P: BUS-A 325 with grade of C or higher*
- BUS-A 440: Applied Research in Accounting (3 credits) *P: BUS-A 312 with grade of C or higher*

Required Supporting Major Courses (9 credits):

Students are required to take a set of courses in ONE Kelley School of Business major or co-major other than Accounting.

- BUS-
- BUS-
- BUS-

CPA

Students planning to take the CPA exam are responsible for researching and understanding the exam requirements since they vary from state to state. Further information is available at:

www.nasba.org or 1-800-CPA-EXAM (CPA board)

<https://thiswaytocpa.com/> (American Institute of CPAs)

Kelley School of Business Graduate Accounting Programs:

[3/2 MBA Program](#)

[MS in Accounting with Data and Analytics](#)

Department of Business Economics & Public Policy

The Business Economics & Public Policy department offers a majors in Economic Consulting and Public Policy Analysis, as well as co-majors in Business Analytics and Sustainable Business. View here for all Business Economics & Public Policy courses and view [here](#) for more about the Department of Business Economics & Public Policy.

Economic Consulting Major Requirements (21 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Economic Consulting major.

Required Courses (21 credits):

- BUS-G 303: Game Theory for Business Strategy (3 credits) *P: BUS-G 202 with grade of C or higher*
- BUS-G 304: Managerial Economics (3 credits) *P: BUS-G 202 with grade of C or higher*
- BUS-G 345: Money, Banking and Capital Markets (3 credits) *P: ECON-B251/E201 & ECON-B 252/E 202 with grades of C or higher*
- BUS-G 350: Business Econometrics (3 credits) *P: ECON-E 370 (or STAT-S 301 or STAT-S 350) & current Kelley student*
- BUS-G 400: Capstone in Economic Consulting (3 credits) *P: BUS-G 304*
- BUS-G 456: Non-Market Risk Consulting (3 credits) *P: Sophomore standing*
- BUS-G 492: Predictive Analytics and Business Strategy (3 credits) *P: BUS-G 350*

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.

Required courses (18 credits):

- BUS-G 303: Game Theory for Business Strategy (3 credits) *P: BUS-G 202 with grade of C or higher*

- BUS-G 304: Managerial Economics (3 credits) *P: BUS-G 202 with grade of C or higher*
- BUS-G 345: Money, Banking and Capital Markets (3 credits) *P: ECON-B251/E201 & ECON-B 252/E 202 with grades of C or higher*
- BUS-G 350: Business Econometrics (3 credits) *P: ECON-E 370 (or STAT-S 301 or STAT-S 350) & current Kelley student*
- BUS-G 406: Business Enterprise and Public Policy (3 credits) *P: BUS-G 202 with grade of C or higher*
- BUS-G 494: Public Policy and the International Economy (3 credits) *P: BUS-F 370/304 with grade of C or higher*

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.

Note: Sustainable Business is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (6 credits):

- BUS-G 316: Sustainable Enterprise (3 credits) *P: Sophomore standing*
- BUS-G 456: Non-Market Risk Consulting (3 credits) *P: Sophomore standing*

Elective courses (9 credits; a maximum of one non-BUS course may be counted):

Business Elective Options (6-9 credits):

- BUS-G 390: Sustainable Business Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-G 390 toward the Sustainable Business co-major
- BUS-G 406: Business Enterprise and Public Policy (3 credits) *P: BUS-G 202 with grade of C or higher*
- BUS-L 302: Sustainability Law and Policy (3 credits) *P: Sophomore standing*
- BUS-L 318: Business Poverty Alleviation (3 credits) *P: Sophomore standing*
 - Previous course number of BUS-L 355: TOPIC: Business and Global Poverty Alleviation
- BUS-L 355: TOPIC: Renewable Energy Law & Policy (3 credits) *P: Sophomore standing*
- BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - Course includes international travel; application and enrollment permission required
- BUS-P 316: Sustainable Operations (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-Z 355: TOPIC: Social Entrepreneurship (3 credits) *P: Sophomore standing*

Non-Business Elective Options (0-3 credits) (for enrollment prerequisites and other course information, see the for the relevant IUB school that offers the course):

- GEOG-G 315: Environmental Conservation (3 credits)

- GEOG-G 448: Capitalism and Nature (3 credits)
- SOAD-D 203: Green Building Concepts and Technologies (3 credits)
- SOAD-M 416: Sustainability in Product: Fashion Design, Merchandising, and Retailing (3 credits)
- SPEA-E 363: Environmental Management (3 credits)
- SPEA-V 450: TOPIC: Environmental Law (3 credits)
- SPEA-V 450: TOPIC: Justice and Politics (3 credits)
- SPEA-V 450: TOPIC: Environmental Law & Regulation (3 credits)
- SPH-O 360: Human Health and Natural Environments (3 credits)

Business Analytics Co-Major Requirements (15 credits):

Required grades and GPA: Major GPA of 2.0 or higher - GPA includes all courses counting toward the major.

Note: Business Analytics is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (12 credit hours):

- BUS-G 350: Business Econometrics (3 credits) *P: ECON-E 370 (or STAT-S 301 or STAT-S 350) with grade of C or higher & current Kelley student*
- BUS-G 492: Predictive Analytics and Business Strategy (3 credits) *P: BUS-G 350*
- BUS-K 353: Business Analytics and Modeling (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- Choose one of the following:
 - BUS-K 327: Modeling Business Data (3 credits) *P: BUS-K 303/304 with grade of C or higher*
 - BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*

Elective courses (3 credit hours):

- BUS-A 437: Advanced Management Accounting (3 credits) *P: BUS-A 325 with grade of C or higher*
- BUS-F 335: Security Trading and Market Making (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 420: Equity and Fixed Income (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 421: Derivative Securities and Corporate Risk (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 303: Game Theory for Business Strategy (3 credits) *P: BUS-G 202 with grade of C or higher*
 - Cannot be used as an elective by Public Policy Analysis and/or Economic Consulting majors
- BUS-G 393: Business Analytics Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-G 392 toward the Business Analytics co-major
- BUS-K 327: Modeling Business Data (3 credits) *P: BUS-K 303/304 with grade of C or higher*
 - Cannot count as an elective if used as a requirement, as listed above

- BUS-K 390: Business Analytics Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-K 390 toward the Business Analytics co-major
- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-P 481: Supply Chain Planning & Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 326: Web & Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-S/F 432: Applied Data Programming & Financial Data Analytics (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - Students enroll in BUS-BE 432
 - Previous course number: BUS-F 455: TOPIC: Financial Data Analytics
- BUS-L 302: Sustainability Law and Policy (3 credits) *P: Sophomore standing*
- BUS-L 313: Cultural Norms & Peace Building through Business (3 credits) *P: Sophomore standing and must be Business or Hutton Honors College student*
- BUS-L 314: International Business Law (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 318: Business Poverty Alleviation (3 credits) *P: Sophomore standing*
 - Previous course number: BUS-L 355: TOPIC: Business and Global Poverty Alleviation
- BUS-L 355: TOPIC: Renewable Energy Law & Policy (3 credits) *P: Sophomore standing*
- BUS-L 356: Intellectual Property Law & Strategy in a Global Environment (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 390 Law, Ethics, & Decision-Making Topics Abroad (1 – 5 cr.) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-L 390 toward the Finance major.

Additional elective options (0-3 credit hours):

- BUS-L 310: Law of Personal Financial Planning (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 311: Law for Entrepreneurs (3 credits) *P: Sophomore standing*
- BUS-L 315: The Business and Law of Entertainment and Sports (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 406: Law & Ethics at Work (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 408: Real Estate Law (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-M 429: Legal Aspects of Marketing (3 credits) *BUS-M 370/304 with grade of C or higher*

Department of Business Law & Ethics

The Business Law & Ethics department offers a co-major in Law, Ethics, & Decision-Making (LEAD). View here for a list of all Business Law & Ethics courses and view [here](#) for more about the Department of Business Law & Ethics.

Law, Ethics, & Decision-Making (LEAD) 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: LEAD is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (6 credits):

- BUS-L 304: Critical Thinking, Decision-Making & Advocacy (1.5 credits) *P: Current Kelley student*
- BUS-L 305: Business Planning & Corporate Law (1.5 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 360: Topics in Business Ethics (1.5 credits) *P: BUS-L 375/376*
 - Topics vary by semester; see the Schedule of Classes for current offerings
- BUS-L 413: Applied Dispute Resolution (1.5 credits) *P: BUS-L 304 or BUS-L 305 & Junior standing*

Elective business courses (6 credit hours):

Global elective credits (3-6 credit hours). Students must complete at least one elective course option from this list:

Department of Finance

The Finance department offers a majors in Finance and Real Estate. View here for all Finance courses and view [here](#) for more about the Department of Finance.

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 Accounting courses.

Required courses (10.5 credit hours):

- BUS-A 310: Management Decisions and Financial Reporting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
 - Does not count toward the Accounting major. See below for substitutions for students also majoring in Accounting.
- BUS-A 324: Cost Management (1.5 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*

- Does not count toward the Accounting major. See below for substitutions for students also majoring in Accounting.
- BUS-F 303: Intermediate Investments (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 305: Intermediate Corporate Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*

Elective Accounting courses (Choose one of the following):

- BUS-A 327: Tax Analysis (1.5 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
 - Does not count toward the Accounting major. See below for substitutions for students also majoring in Accounting.
- BUS-A 329: Taxes and Decision Making (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-A 422: Advanced Financial Accounting (3 credits) *P: BUS-A 310 or BUS-A 312 with grade of C or higher*

Elective Finance courses (12 credit hours; at least 6 credits must be at the 400 level)

- BUS-F 307: Working Capital Management (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 317: Venture Capital and Entrepreneurial Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 335: Security Trading and Market Making (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 365: Personal Financial Planning (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 369: Insurance, Risk Management, and Retirement Planning (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 390: Finance Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-F 390 toward the Finance major.
- BUS-F 402: Corporate Financial Strategy and Governance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 419: Behavioral Finance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 420: Equity and Fixed Income Investments (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 421: Derivative Securities and Corporate Risk Management (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 446: Banking and Financial Intermediation (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 455: TOPIC: Quant Finance (3 credits) *P: BUS-S 355: Business Data Programming, BUS-S 364, BUS-S (BE) 432, or BUS-F 455: Financial Data Analytics*

- Concurrent enrollment in prerequisite classes may be permitted. Submit a [Course Permission Form](#) to request concurrent enrollment.

- BUS-F 470: Finance Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-F 470 toward the Finance major.
- BUS-F 494: International Finance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 345: Money, Banking and Capital Markets (3 credits) *P: ECON-B 251/E201 & ECON-B 252/E202 with grades of C or higher*
- BUS-S/F 432: Applied Data Programming & Financial Data Analytics (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - Students enroll in BUS-BE 432
 - Previous course number: BUS-F 455: TOPIC: Financial Data Analytics

Required substitutions for students also majoring in Accounting:

- BUS-A 311 + BUS-A 312 = BUS-A 310 + 3 credits of a 400-level Finance elective
 - Students who take BUS-A 311 without BUS-A 312 must complete BUS-A 310
- BUS-A 325 = BUS-A 324 + 1 Accounting elective

Other Permitted Substitutions:

- ECON-E 305 may substitute for BUS-G 345 for a Finance elective

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.

Required courses (21 credit hours):

- BUS-A 310: Management Decisions and Financial Reporting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-F 303: Intermediate Investments (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 305: Intermediate Corporate Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-L 408: Real Estate Law (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-R 305: Introduction to Real Estate Analysis (3 credits) *P: ECON-B 251/E201 with grade of C or higher & current Kelley student*
- BUS-R 440: Real Estate Appraisals (3 credits) *P: BUS-F 370/304 with grade of C or higher; P/C: BUS-R 305*
 - This course is offered in the fall semester only.
 - Submit a [Course Permission Form](#) to request concurrent enrollment in BUS-R 305 and BUS-R 440.
- BUS-R 443: Real Estate Finance and Investment Analysis *P: BUS-F 370/304 with grade of C or higher; P/C: BUS-R 305*

- This course is offered in the spring semester only.
- Submit a [Course Permission Form](#) to request concurrent enrollment in BUS-R 305 and BUS-R 443.

Elective courses (3 credit hours):

- BUS-A 329: Taxes and Decision Making (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-F 307: Working Capital Management (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 317: Venture Capital and Entrepreneurial Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 335: Security Trading and Market Making (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 365: Personal Financial Planning (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 369: Insurance, Risk Management, and Retirement Planning (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 402: Corporate Financial Strategy and Governance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 419: Behavioral Finance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 420: Equity and Fixed Income Investments (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 421: Derivative Securities and Corporate Risk Management (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 446: Banking and Financial Intermediation (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 455: TOPIC: Quant Finance (3 credits) *P: BUS-S 355: Business Data Programming, BUS-S 364, BUS-S 432, or BUS-F 455: Financial Data Analytics*
 - Concurrent enrollment in prerequisite classes may be permitted with permission of department
- BUS-F 494: International Finance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 345: Money, Banking and Capital Markets (3 credits) *P: ECON-B 251/E201 & ECON-B 252/E 202 with grades of C or higher*
- BUS-R 390: Real Estate Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-R 390 toward the Real Estate major
- BUS-S/F 432: Applied Data Programming & Financial Data Analytics (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - Students enroll in BUS-BE 432
 - Previous course number: BUS-F 455: TOPIC: Financial Data Analytics
- BUS-A 311 + BUS-A 312 = BUS-A 310 + 3 credits of a Real Estate elective
 - Students who take BUS-A 311 without BUS-A 312 must complete BUS-A 310
- ECON-E 305 may substitute for BUS-G 345 for a Finance elective

Department of Management & Entrepreneurship

The Management & Entrepreneurship department offers a majors in Entrepreneurship & Corporate Innovation and Management, as well as co-majors in International Business and Leading Diverse, Equitable, and Inclusive Organizations (LDEI). View here for all Management & Entrepreneurship courses and view [here](#) for more about the Department of Management & Entrepreneurship.

Entrepreneurship & Corporate Innovation

Entrepreneurship & Corporate Innovation Major Requirements (18 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Entrepreneurship major.

Required courses (15 credits):

- BUS-W 212: Explore Entrepreneurship (3 credits) *P: none*
- BUS-W 235: Idea Validation and Business Model Development (3 credits) *P: Sophomore standing*
 - BUS-W 232/233 (BUS-BE 232) is no longer offered but fulfills this requirement.
- BUS-W 313: New Venture Planning (3 credits) *P: BUS-W 212, BUS-W 235, & current Kelley student*
- Choose 1:
 - BUS-W 420: Corporate Venturing (3 credits) *P: BUS-W 212, BUS-W 235, & current Kelley student*
 - BUS-W 409: Practicum in Entrepreneurship (3 credits) *P: BUS-W 313*
 - An application is required for this course. See the [Spine Sweat Experience](#) for more information.
- BUS-F 317: Venture Capital and Entrepreneurial Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*

Elective courses (3 credit hours):

- BUS-A 310: Management Decisions and Financial Reporting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
 - Completion of both BUS-A 311 and BUS-A 312 can substitute for BUS-A 310
- BUS-D 411: International Competitive Strategy (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*
- BUS-F 307: Working Capital Management (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 402: Corporate Financial Strategy and Governance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 303: Game Theory for Business Strategy (3 credits) *P: BUS-G 202 with grade of C or higher*

Permitted Substitutions:

- BUS-L 311: Law for Entrepreneurs (3 credits) *P: Sophomore standing*
- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 330: Consultative Selling (3 credits) *P: Sophomore standing & current Kelley student*
- BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - An application is required for this course. See [Kelley International Programs](#) for more information.
- BUS-M 422: New Product Management (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-S 302: Digital Business Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-W 390: Entrepreneurship Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-W 390 toward the Entrepreneurship major
- BUS-W 406: Venture Growth Management (3 credits) *P: BUS-W 212, BUS-W 235, & current Kelley student*
- BUS-W 409: Practicum in Entrepreneurship (3 credits) *P: BUS-W 313*
 - Application and department consent required
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-W 420: Corporate Venturing (3 credits) *P: BUS-W 212, BUS-W 235, & current Kelley student*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-Z 340: Introduction to Human Resources *P: Sophomore standing & current Kelley student*
- BUS-Z 355: TOPIC: Social Entrepreneurship (3 credits) *P: Sophomore standing*
- BUS-Z 355: TOPIC: Women & the Entrepreneurial Challenge (3 credits) *P: Sophomore standing*
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/304 with grade of C or higher*
- BUS-Z 447: Leadership, Teamwork and Diversity (3 credits) *P: BUS-Z 370/304 with grade of C or higher*

International Business Co-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 co-major.

Note: International Business is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (6 credit hours):

- BUS-D 311: Global Management (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*
- BUS-D 312: Building Managerial Cross Cultural Competencies (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*

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

- Fulfill the [IUB GenEd World Languages & Cultures](#) requirement through Language Study and/or International Experience
 - Language Study
 - Students must successfully complete the study of a single GenEd-approved world language through the second semester of the second-year level of college-level course work.
 - International students whose native language is not English may fulfill the world language requirement through demonstrated proficiency in their native languages, in accordance with the practice and policies of the College of Arts and Sciences.
 - International Experience
 - Students must complete an approved study abroad program or approved study abroad internship of at least six credit hours and at least six weeks abroad in duration.
 - The following program options are available, although certain prerequisites and conditions apply to some programs.
 - IU-administered programs
 - IU co-sponsored programs
 - IU autonomous programs
 - Non-IU programs that have been approved in advance by the Office of International Admissions via approval of the Credit Transfer Agreement Form.
- Complete a total of six credits in two or more approved short-term, Kelley International Study Programs
 - Current approved short-term program courses are BUS-P 256, X272, D365, D496, and M360.
 - See [Kelley International Program](#) for more information on short-term program options.

Elective courses (9 total credits - at least 3 credits of International Business electives must be a BUS course):

- World Language Course Credit (4th semester or higher)
 - Course credit for an IUB GenEd World Language at the 4th semester level or higher may count for one International Business elective.
 - These credits also satisfy the Cross-Cultural Awareness requirement for this co-major and may also apply to the IUB GenEd WLC requirement.
- Approved BUS course(s) in a Kelley Study Abroad Program
 - Can count up to 9 credits of BUS coursework
 - BUS-D 311 and BUS-D 312 cannot apply to electives, even if taken abroad

- One or more of the following approved short term study abroad programs, which all include international travel, and an application and enrollment permission are required. See [Kelley International Program](#) for more information:
 - BUS-D 365: Cross-Cultural Management (3 credits)
 - BUS-D 496: Foreign Study of Business (3 credits)
 - BUS-M 360: Sales for Social Impact (3 credits)
 - BUS-P 256: Business in a Flat World (3 credits)
- BUS-D 411: International Competitive Strategy (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*
- BUS-F 494: International Finance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 494: Public Policy and the International Economy (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-L 314: International Business Law (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-L 318: Business Poverty Alleviation (3 credits) *P: Sophomore standing*
 - Previous course number: BUS-L 355: TOPIC: Business and Global Poverty Alleviation
- BUS-L 356: Intellectual Property Law & Strategy in a Global Environment (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-M 401: International Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-Z 355: TOPIC: Virtual Study Abroad in Brazil (3 credits) *P: Sophomore standing*
- ECON-E 303: Survey of International Economics (3 credits) *P: ECON-B 252/202*
- BUS-J 390: Management Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-J 390 toward the Management major
- BUS-W 212: Explore Entrepreneurship (3 credits) *P: none*
- BUS-W 235: Idea Validation and Business Model Development (3 credits) *P: Sophomore standing*
 - BUS-W 232/233 (BUS-BE 232) is no longer offered but fulfills this requirement.
- BUS-Z 355: TOPIC: Social Entrepreneurship (3 credits) *P: Sophomore standing*
- BUS-Z 355: TOPIC: Women & the Entrepreneurial Challenge (3 credits) *P: Sophomore standing*
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*
- Group B (0-3 credit hours):
 - BUS-A 325: Cost Accounting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with C grades of C or higher*
 - BUS-F 402: Corporate Financial Strategy and Governance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - BUS-G 303: Game Theory for Business Strategy (3 credits) *P: BUS-G 202 with grade of C or higher*
 - BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
 - BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - An application is required for this course. See [Kelley International Programs](#) for more information.
 - BUS-P 320: Supply Chain Management: Sourcing (3 credits) *P: BUS-K 201/204 with grade of C or higher*

Management Major

Management Major Requirements (18 credit hours):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Management major.

Required courses (12 credit hours):

- BUS-D 411: International Competitive Strategy (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*
- BUS-W 430: Organizations and Organizational Change (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*
- BUS-Z 340: Introduction to Human Resources (3 credits) *P: Sophomore standing and current Kelley student*
- BUS-Z 447, Leadership, Teamwork and Diversity (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*

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

- Group A (3-6 credit hours):
 - BUS-D 311: Global Management (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*
 - BUS-D 312: Building Managerial Cross Cultural Competencies (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*

Leading Diverse, Equitable, and Inclusive Organizations (LDEI) Co-major

LDEI Co-major Requirements (12 credit hours):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the LDEI co-major.

Note: LDEI is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (9 credit hours):

- BUS-Z 448: Inclusive Leadership (3 credits) *P: BUS-Z 370/J304 with a grade of C or higher*
- BUS-Z 447: Leadership, Teamwork, and Diversity (3 credits) *P: BUS-Z 370/J304 with a grade of C or higher*
- BUS-Z 449: Strategic Human Resource Management (3 credits) *P: BUS-Z 370/J304 with a grade of C or higher*

Elective Courses (3 credits)

- BUS-D 312: Building Managerial Cross Cultural Competencies (3 credits) *P: BUS-X 271 or BUS-X 272 with grade of C or higher*
- BUS-F 402: Corporate Financial Strategy and Governance (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 456: Non-Market Risk Consulting (3 credits) *P: Sophomore standing*
- BUS-L 406: Law & Ethics at Work (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - An application is required for this course. See [Kelley International Programs](#) for more information.
- BUS-M 405: Consumer Behavior (3 credits) *P: Sophomore standing & current Kelley student*
- BUS-M 415: Advertising and Integrated Marketing Communications (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-P 320: Supply Chain Management: Sourcing (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-W 235: Idea Validation and Business Model Development (3 credits) *P: Sophomore standing*
 - BUS-W 232/233 (BUS-BE 232) is no longer offered but fulfills this requirement.
- BUS-Z 390: Leading Diverse, Equitable, and Inclusive Organizations Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-Z 390 toward the LDEI co-major
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*

Department of Marketing

The Marketing department offers a majors in Marketing and Professional Sales, as well as a co-major in Digital & Social Media Business Applications. View here for all Marketing courses and view [here](#) for more about the Department of Marketing.

Marketing Major

Marketing Major Requirements (21 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Marketing major. *Students planning to double major in Marketing and Professional Sales, please see special combined major requirements below.*

Required courses (12 credit hours):

- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 344: Creativity and Communication (3 credits) *P: BUS-C 104/106 & BUS-C 204/205 with grades of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*

- BUS-M 450: Marketing Strategy (3 credits) *P: BUS-M 303 & BUS-M 346*

Elective courses (9 credit hours):

- BUS-M 255: TOPIC: Marketing in Our World Today (3 credits) *P: Sophomore standing & current Kelley student*
 - Students interested in this elective must complete it before I-Core
- BUS-M 330: Consultative Selling (3 credits) *P: Sophomore standing & current Kelley student*
 - Cannot double count for Professional Sales major requirement
- BUS-M 339: Retail Marketing Analytics (3 cr.) *P: Sophomore standing and current Kelley student*
- BUS-M 355: TOPIC: Brand Management Practicum (3 credits) *P: Application & instructor consent*
 - See class notes for link to application.
- BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - An application is required for this course. See [Kelley International Programs](#) for more information.
- BUS-M 390: Marketing Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-M 390 toward the Marketing major
- BUS-M 401: International Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 405: Consumer Behavior (3 credits) *P: Sophomore standing & current Kelley student*
- BUS-M 407: Business-to-Business Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 415: Advertising and Integrated Marketing Communications (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 419: Retail Strategy (3 credits) *P: Junior standing*
- BUS-M 422: New Product Management (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 426: Sales Management (3 credits) *P: BUS-M 370/304 with grade of C or higher*
 - Cannot double count for Professional Sales major requirement
- BUS-M 429: Legal Aspects of Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 431: Brand Management (1.5 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 432: Digital Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
 - Cannot double count as Digital & Social Media Bus App co-major requirement
- BUS-M 455: TOPIC: Creating Digital Content Practicum (3 credits) *P: BUS-M 370/304 with grade of C or higher*

- BUS-M 455: TOPIC: Consumer Research Practicum (3 credits) *P: Application & instructor consent*
 - Contact instructor for application information.

Professional Sales Major

Professional Sales Major Requirements (21 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Professional Sales major. *Students planning to double major in Marketing and Professional Sales, please see special combined major requirements below.*

Required courses (18 credit hours):

- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 330: Consultative Selling (3 credits) *P: Sophomore standing & current Kelley student*
 - Cannot double count for Marketing major elective
- BUS-M 344: Creativity and Communication (3 credits) *P: BUS-C 104/106 & BUS-C 204/205 with grades of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 426: Sales Management (3 credits) *P: BUS-M 370/304 with grade of C or higher*
 - Cannot double count for Marketing major elective
- BUS-M 450: Marketing Strategy (3 credits) *P: BUS-M 303 & BUS-M 346*

Elective courses (3 credit hours):

- BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - An application is required for this course. See [Kelley International Programs](#) for more information.
- BUS-M 391: Professional Sales Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-M 391 toward the Professional Sales major
- BUS-M 407: Business-to-Business Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 436: Advanced Professional Sales Practicum (3 credits) *P: BUS-M 330*
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*

Marketing and Professional Sales Double Major

Marketing and Professional Sales Major Requirements (27 credits):

Required GPA: Major GPA of 2.0 – GPA includes all courses counting toward the Marketing and Professional Sales double major.

Required courses (18 credit hours):

- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 330: Consultative Selling (3 credits) *P: Sophomore standing & current Kelley student*
- BUS-M 344: Creativity and Communication (3 credits) *P: BUS-C 104/106 & BUS-C 204/205 with grades of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 426: Sales Management (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 450: Marketing Strategy (3 credits) *P: BUS-M 303 & BUS-M 346*

Elective Courses (9 credit hours): Students must complete 3 credits from Group A and 6 credits from Group B.

Group A--Professional Sales Elective (3 credit hours):

- BUS-M 360: Sales for Social Impact (3 credits) *P: Sophomore standing & current Kelley student*
 - An application is required for this course. See [Kelley International Programs](#) for more information.
- BUS-M 391: Professional Sales Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-M 391 toward the Marketing/ Professional Sales major
- BUS-M 407: Business-to-Business Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 436: Advanced Professional Sales Practicum (3 credits) *P: BUS-M 330*
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*

Group B--Marketing Elective (6 credit hours):

- BUS-M 255: TOPIC: Marketing in Our World Today (3 credits) *P: Sophomore standing & current Kelley student*
 - Students interested in this elective must complete it before I-Core
- BUS-M 339: Retail Marketing Analytics (3 cr.) *P: Sophomore standing and current Kelley student*
- BUS-M 355: TOPIC: Brand Management Practicum (3 credits) *P: Application & instructor consent*
 - See class notes for link to application.
- BUS-M 390: Marketing Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-M 390 toward the Marketing/ Professional Sales major
- BUS-M 401: International Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 405: Consumer Behavior (3 credits) *P: Sophomore standing & current Kelley student*
- BUS-M 415: Advertising and Integrated Marketing Communications (3 credits) *P: BUS-M 370/304 with grade of C or higher*

- BUS-M 419: Retail Strategy (3 credits) *P: Junior standing*
- BUS-M 422: New Product Management (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 429: Legal Aspects of Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 431: Brand Management (1.5 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 432: Digital Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
 - Cannot double count as Digital & Social Media Bus App co-major requirement
- BUS-M 455: TOPIC: Creating Digital Content Practicum (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 455: TOPIC: Consumer Research Practicum (3 credits) *P: Application & instructor consent*
 - Contact instructor for application information.

Digital and Social Media Business Applications Co-Major

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.

Note: Digital & Social Media Business Applications is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (9 credit hours):

- BUS-M 428: CRM and Digital Analytics (3 credits) *P: BUS-M 370/304 with grade of C or higher; declared Digital & Social Media co-major*
 - Course offered in the spring semester only
- BUS-M 432: Digital Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
 - Cannot double count as Marketing or Marketing/Professional Sales major elective
- BUS-S 326: Web and Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*

Elective courses (3 credit hours):

- BUS-L 356: Intellectual Property Law & Strategy in a Global Environment (3 credits) *P: BUS-L 201/293 with grade of C or higher*
- BUS-M 339: Retail Marketing Analytics (3 cr.) *P: Sophomore standing and current Kelley student*
- BUS-M 405: Consumer Behavior (3 credits) *P: Sophomore standing & current Kelley student*
- BUS-M 415: Advertising and Integrated Marketing Communications (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 429: Legal Aspects of Marketing (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 431: Brand Management (1.5 credits) *P: BUS-M 370/304 with grade of C or higher*

- BUS-M 455: TOPIC: Creating Digital Content Practicum (3 credits) *P: BUS-M 370/304 with grade of C or higher*

Department of Operations & Decision Technologies

The Operations & Decision Technologies department offers a majors in Information Systems, Operations Management, and Supply Chain Management, as well as co-majors in Business Analytics and Digital Technology Management. View here for all Operations & Decision Technologies courses and view [here](#) for more about the Department of Operations & Decision Technologies.

Information Systems Major

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.

The Information Systems major may not be declared in conjunction with the Digital Technology Management co-major.

Required courses (15 credit hours):

- Choose 1:
 - BUS-S 302: Digital Business Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher OR*
 - BUS-S 355: TOPIC: Digital Solutions with AI (3 credits) *P: Sophomore standing or higher*
- BUS-S 305: Technology Infrastructure (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 307: Data Management (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 308: Business Application Development (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 310: Analysis and Design of Digital Solutions (3 credits) *P: BUS-S 302 with grade of C or higher*

Elective courses (9 credit hours required):

- BUS-K 315: Business Process Management (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 353: Business Analytics and Modeling (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 360: VB for Applications & Application Integration (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 429: Operations Processes (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-P 481: Supply Chain Planning and Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 302: Digital Business Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-S 326: Web and Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 355: TOPIC: Digital Solutions with AI (3 credits) *P: Sophomore standing or higher*

- Cannot count as an elective if used as a requirement, as listed above
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 390: Information Systems Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-S 390 toward the Information Systems major
- BUS-S 400: Integration of Systems and the Business (3 credits) *P: BUS-K 303/304 with grade of C or higher; not available to Accounting majors*
 - BUS-A 337 can substitute for BUS-S 400 for Accounting majors only
 - BUS-S 400 will not count as a supporting major course for Accounting majors
- BUS-S/F 432: Applied Data Programming & Financial Data Analytics (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - Students enroll in BUS-BE 432
 - Previous course number: BUS-F 455: TOPIC: Financial Data Analytics
- BUS-S 433: Information Systems Security (3 credits) *P: BUS-K 303/304 with grade of C or higher*

Students also have the option to take one (1) 300- or 400-level non-Kelley advanced programming elective. Students must request program authorization to substitute a non-Kelley elective for the major. A list of pre-approved non-Kelley advanced programming electives is below. The Undergraduate Program does accept petitions for courses that are not yet on this list. Please email all elective requests with syllabus attachment(s)—even for approved electives—to ksbpetn@indiana.edu to ensure that the course qualifies and is counted correctly toward the Information Systems major.

- CSCI-A 304: Introductory C++ Programming
- CSCI-A 306: Object-Oriented Programming in C++
- CSCI-B 403: Introduction to Algorithm Design and Analysis
- CSCI-B 455: Principles of Machine Learning
- CSCI-C 311: Programming Languages
- CSCI-C 322: Object-Oriented Software Methods
- CSCI-C 343: Data Structures
- INFO-I 422: Data Visualization

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

Required Grades and GPA: Grade of C- or higher in each course counting toward the co-major. Major GPA of 2.0 or higher – GPA includes all courses counting toward the co-major.

The Digital Technology Management co-major may not be declared in conjunction with the Information Systems major.

Note: Digital Technology Management is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (9 credit hours):

- Choose 1:
 - BUS-S 302: Digital Business Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher OR*
 - BUS-S 355: TOPIC: Digital Solutions with AI (3 credits) *P: Sophomore standing or higher*
- BUS-S 307: Data Management (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 310: Analysis and Design of Digital Solutions (3 credits) *P: BUS-S 302 with grade of C or higher*

Elective courses (3 credit hours):

- BUS-K 315: Business Process Management (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 353: Business Analytics and Modeling (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 360: VB for Applications & Application Integration (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 429: Operations Processes (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-P 481: Supply Chain Planning and Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 302: Digital Business Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-S 305: Technology Infrastructure (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 308: Business Application Development (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 326: Web and Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 355: TOPIC: Digital Solutions with AI (3 credits) *P: Sophomore standing or higher*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 390: Digital Technology Management Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-S 390 toward the Digital Technology Management co-major
- BUS-S 400: Integration of Systems and the Business (3 credits) *P: BUS-K 303/304 with grade of C or higher; not available to Accounting majors*
 - BUS-A 337 can substitute for BUS-S 400 for Accounting majors only
 - BUS-S 400 will not count as a supporting major course for Accounting majors
- BUS-S/F 432: Applied Data Programming & Financial Data Analytics (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - Students enroll in BUS-BE 432
 - Previous course number: BUS-F 455: TOPIC: Financial Data Analytics

- BUS-S 433: Information Systems Security (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-W 212: Explore Entrepreneurship (3 credits) *P: none*

Supply Chain Management Major Supply Chain Management 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.

The Supply Chain Management major may not be declared in conjunction with the Operations Management major.

Required courses (15 credit hours):

- BUS-P 319: Supply Chain Management with Digital Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher*
 - BUS-P 421 (no longer offered) fulfills this requirement
- BUS-P 320: Supply Chain Management: Sourcing (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 429: Operations Processes (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-P 431: Supply Chain Management: Logistics and Distribution (3 credits) *P: BUS-P 370/304 with grade of C or higher*
- BUS-P 481: Supply Chain Planning and Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*

Elective courses (6 credit hours):

- BUS-A 325: Cost Accounting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-F 305: Intermediate Corporate Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 307: Working Capital Management (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-K 315: Business Process Management (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 327: Modeling Business Data (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 353: Business Analytics and Modeling (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-P 316: Sustainable Operations (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 356: Lean Six Sigma (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 390: Supply Chain Management Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-P 390 toward the Supply Chain Management major

- BUS-P 455: TOPIC: Supply Chain Practicum (3 credits) *P: Application & instructor consent*
 - Contact instructor for application information
- BUS-S 305: Technology Infrastructure (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 307: Data Management (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 326: Web and Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 400: Integration of Systems and the Business (3 credits) *P: BUS-K 303/304 with grade of C or higher; not available to Accounting majors*
 - BUS-A 337 can substitute for BUS-S 400 for Accounting majors only
 - BUS-S 400 will not count as a supporting major course for Accounting majors
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*

Operations Management Major Operations Management 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.

The Operations Management major may not be declared in conjunction with the Supply Chain Management major.

Required courses (9 credit hours):

- BUS-P 319: Supply Chain Management with Digital Technologies (3 credits) *P: BUS-K 201/204 with grade of C or higher*
 - BUS-P 421 (no longer offered) fulfills this requirement
- BUS-P 320: Supply Chain Management: Sourcing (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 429: Operations Processes (3 credits) *P: BUS-K 303/304 with grade of C or higher*

Elective courses (6 credits hours):

- Choose one:
 - BUS-A 311: Intermediate Accounting I (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
 - BUS-A 310: Management Decisions and Financial Reporting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-A 325: Cost Accounting (3 credits) *P: BUS-A 304/201 & BUS-A 306/202 with grades of C or higher*
- BUS-F 305: Intermediate Corporate Finance (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 307: Working Capital Management (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-K 315: Business Process Management (3 credits) *P: BUS-K 303/304 with grade of C or higher*

- BUS-K 327: Modeling Business Data (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-K 353: Business Analytics and Modeling (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-P 316: Sustainable Operations (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 356: Lean Six Sigma (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-P 391: Operations Management Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-P 391 toward the Operations Management major
- BUS-P 431: Supply Chain Management: Logistics and Distribution (3 credits) *P: BUS-P 370/304 with grade of C or higher*
- BUS-P 455: TOPIC: Supply Chain Practicum (3 credits) *P: Application & instructor consent*
 - Contact instructor for application information
- BUS-P 481: Supply Chain Planning and Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 305: Technology Infrastructure (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 307: Data Management (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 326: Web and Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*
- BUS-S 400: Integration of Systems and the Business (3 credits) *P: BUS-K 303/304 with grade of C or higher; not available to Accounting majors*
 - BUS-A 337 can substitute for BUS-S 400 for Accounting majors only
 - BUS-S 400 will not count as a supporting major course for Accounting majors
- BUS-Z 404: Effective Negotiations (3 credits) *P: BUS-Z 370/J304 with grade of C or higher*

Business Analytics Co-Major

Business Analytics Co-Major Requirements (15 credits):

Required grades and GPA: Major GPA of 2.0 or higher - GPA includes all courses counting toward the major.

Note: Business Analytics is a co-major only. It must be declared in conjunction with a primary Kelley major.

Required courses (12 credit hours):

- BUS-G 350: Business Econometrics (3 credits) *P: ECON-E 370 (or STAT-S 301 or STAT-S 350) with grade of C or higher & current Kelley student*
- BUS-G 492: Predictive Analytics and Business Strategy (3 credits) *P: BUS-G 350*
- BUS-K 353: Business Analytics and Modeling (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- Choose one of the following:

- BUS-K 327: Modeling Business Data (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*

Elective courses (3 credit hours):

- BUS-A 437: Advanced Management Accounting (3 credits) *P: BUS-A 325 with grade of C or higher*
- BUS-F 335: Security Trading and Market Making (3 credits) *P: BUS-F 370/304 with grade of C or higher*
- BUS-F 420: Equity and Fixed Income (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-F 421: Derivative Securities and Corporate Risk (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
- BUS-G 303: Game Theory for Business Strategy (3 credits) *P: BUS-G 202 with grade of C or higher*
 - Cannot be used as an elective by Public Policy Analysis and/or Economic Consulting majors
- BUS-G 393: Business Analytics Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-G 392 toward the Business Analytics co-major
- BUS-K 327: Modeling Business Data (3 credits) *P: BUS-K 303/304 with grade of C or higher*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-K 390: Business Analytics Topics Abroad (1 - 5 credits) *P: varies by study abroad program*
 - Students can count one course and/or up to 3 credits (whichever is in the student's best interest) of BUS-K 390 toward the Business Analytics co-major
- BUS-M 303: Marketing Research (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-M 346: Analysis of Marketing Data (3 credits) *P: BUS-M 370/304 with grade of C or higher*
- BUS-P 481: Supply Chain Planning & Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 326: Web & Social Media Analytics (3 credits) *P: BUS-K 303/304 with grade of C or higher*
- BUS-S 364: Business Data Programming (3 credits) *P: BUS-K 201/204 with grade of C or higher*
 - Cannot count as an elective if used as a requirement, as listed above
- BUS-S/F 432: Applied Data Programming & Financial Data Analytics (3 credits) *P: BUS-F 303 & BUS-F 305 with grades of C- or higher*
 - Students enroll in BUS-BE 432
 - Previous course number: BUS-F 455: TOPIC: Financial Data Analytics

Majors by Department

The Kelley School of Business has 12 academic majors and 7 co-majors. All students must declare at least one major in order to earn a Bachelor of Science in Business. Co-majors are optional and may not be declared without at least one Business major. Students can declare up to three total majors and/or co-majors.

- Department of Accounting
 - Accounting
- Department of Business Economics & Public Policy (BEPP)
 - Economic Consulting
 - Public Policy Analysis
 - Business Analytics co-major*
 - Sustainable Business co-major
- Department of Business Law & Ethics
 - Law, Ethics, and Decision-Making co-major (LEAD)
- Department of Finance
 - Finance
 - Real Estate
- Department of Management & Entrepreneurship
 - Entrepreneurship and Corporate Innovation
 - Management
 - International Business co-major
 - Leading Diverse, Equitable, and Inclusive Organizations co-major (LDEI)
- Department of Marketing
 - Marketing
 - Professional Sales
 - Digital and Social Media Business Applications co-major
- Department of Operations & Decision Technologies (ODT)
 - Information Systems
 - Operations Management
 - Supply Chain Management
 - Digital Technology Management co-major
 - Business Analytics co-major*

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

Cross-Campus Certificate in Entrepreneurship

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 (3 credits) *P: none*
- BUS-W 235: Idea Validation and Business Model Development (3 credits) *P: Sophomore standing*
- BUS-W 300: New Venture Management (3 credits) *P: Sophomore standing*
- 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 about the certificate can be found on the [Johnson Center for Entrepreneurship & Innovation](#) website.

Business Minor

A complete list of all Kelley School of Business Minors and Certificates, as well as Minor and Certificate policies can be found [here](#).

Requirements for the Minor in Business:

Required courses (9 credit hours):

- BUS-A 200: Foundations of Accounting (3 credits) *P: none*
 - While not recommended, students may substitute BUS-A 201/205 (no longer offered at IUB), BUS-A 202/207 (no longer offered at IUB), BUS-A 304/307, or BUS-A 306/309 to meet the Accounting requirement for the minor
- BUS-K 201: The Computer in Business (3 credits) *P: none*
- BUS-L 201: Legal Environment of Business (3 credits) *P: Sophomore standing*

Electives (12 credit hours required):

- BUS-F 300: Introduction to Financial Management (3 credits) *P: BUS-A 200 OR BUS-A 201/205/304/307 OR BUS-A 202/207/306/309*
- BUS-G 300: Introduction to Managerial Economics & Strategy (3 credits) *P: Sophomore standing*
- BUS-J 306: Strategic Management & Leadership (3 credits) *P: Junior standing*
- BUS-M 300: Introduction to Marketing (3 credits) *P: Sophomore standing*
- BUS-P 300: Introduction to Operations Management (3 cr.) *P: BUS-K 201/204*
- BUS-Z 302: Managing Behavior in Organizations (3 credits) *P: Junior standing*

Entrepreneurship & Small Business Management Major

A complete list of all Kelley School of Business Minors and Certificates, as well as Minor and Certificate policies can be found [here](#).

Required courses (18 credit hours):

- BUS-A 200: Foundations of Accounting (3 credits) *P: none*
 - While not recommended, students may substitute BUS-A 201/205 (no longer offered at IUB), BUS-A 202/207 (no longer offered at IUB), BUS-A 304/307, or BUS-A 306/309 to meet the Accounting requirement for the minor
- BUS-K 201: The Computer in Business (3 credits) *P: none*
- BUS-L 201: Legal Environment of Business (3 credits) *P: Sophomore standing*
- BUS-M 300: Introduction to Marketing (3 credits) *P: Sophomore standing*
- BUS-W 212: Exploring Entrepreneurship (3 credits) *P: none*
- BUS-W 300: New Venture Management (3 credits) *P: Sophomore standing*

Elective (3 credit hours required):

- BUS-F 300: Introduction to Financial Management (3 credits) *P: BUS-A 200 OR BUS-A 201/205/304/307 OR BUS-A 202/207/306/309*
- BUS-G 300: Introduction to Managerial Economics & Strategy (3 credits) *P: Sophomore standing*
- BUS-J 306: Strategic Management & Leadership (3 credits) *P: Junior standing*
- BUS-L 311: Law for Entrepreneurs (3 credits) *P: Sophomore standing*
- BUS-P 300: Introduction to Operations Management (3 cr.) *P: BUS-K 201/204*
- BUS-Z 302: Managing Behavior in Organizations (3 credits) *P: Juniors standing*

Financial Literacy Minor

A complete list of all Kelley School of Business Minors and Certificates, as well as Minor and Certificate policies can be found [here](#).

Required courses (15 credit hours):

- BUS-A 200: Foundations of Accounting (3 credits) *P: none*
 - While not recommended, students may substitute BUS-A 201/205 (no longer offered at IUB), BUS-A 202/207 (no longer offered at IUB), BUS-A 304/307, or BUS-A 306/309 to meet the Accounting requirement for the minor
- BUS-F 260: Personal Finance (3 credits) *P: none*
- BUS-F 262: Financial Markets (3 credits) *P: BUS-F 360*
- BUS-F 300: Introduction to Financial Management (3 credits) *P: BUS-A 200 OR BUS-A 201/205/304/307 OR BUS-A 202/207/306/309*
- BUS-K 201: The Computer in Business (3 credits) *P: none*

Electives (6 credit hours required):

- BUS-G 300: Introduction to Managerial Economics & Strategy (3 credits) *P: Sophomore standing*
- BUS-J 306: Strategic Management & Leadership (3 credits) *P: Junior standing*
- BUS-M 300: Introduction to Marketing (3 credits) *P: Sophomore standing*
- BUS-P 300: Introduction to Operations Management (3 cr.) *P: BUS-K 201/204*
- BUS-R 300: Principles of Real Estate (3 credits) *P: Sophomore standing*
- BUS-Z 302: Managing Behavior in Organizations (3 credits) *P: Juniors standing*

Business Foundations Certificate

About the Business Foundations Certificate (BFC):

- The BFC provides the liberal arts and professional school student with an introduction to the basic concepts of business.
- The BFC is flexible enough to be easily integrated into a student's major area of study since the subject matter complements most academic pursuits
- Questions about the Business Foundations Certificate should be directed to ksbrec@indiana.edu.
- A complete list of Kelley School of Business Minors and Certificates can be found [here](#).

BFC Application:

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

Grades & GPA Requirements:

- An overall GPA of 2.0 in all courses counting toward the BFC is required.
- 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 below) may be completed outside of IU Bloomington.
- ALL Elective Business Courses and Additional Electives (see below) must be complete on the IU Bloomington campus.
- Any non-remedial course at IU Bloomington meets the Additional Electives (see below) requirement for the BFC.

Required courses (15 credit hours):

A maximum of two Required Courses can be completed outside of IU Bloomington.

- BUS-A 200: Foundations of Accounting (3 credits) *P: none*
 - While not recommended, students may substitute BUS-A 201/205 (no longer offered at IUB), BUS-A 202/207 (no longer offered at IUB), BUS-A 304/307, or BUS-A 306/309 to meet the Accounting requirement for the minor
- BUS-F 260: Personal Finance (3 credits) *P: none*

- BUS-X 100: Business Administration: Introduction
- Choose 1:
 - ECON-B 251: Fundamental of Economics for Business I (3 credits) *P: none*
 - ECON-E 201: Microeconomics (3 credits) *P: none*
 - ECON-E 251: Fundatmental of Economics I (3 credits) *P: none*
- Choose 1:
 - ECON-B 252: Fundamentals of Economics for Business II (3 credits) *P: ECON-B 251*
 - ECON-E 202: Macroeconomics (3 credits) *P: ECON-E 201*
 - ECON-E 252: Fundatmental of Economics II (3 credits) *P: ECON-E 251*

Elective Business Courses (6 credits required):

ALL Elective Business Courses must be completed on the IU Bloomington campus.

- BUS-C 204: Business Communication (3 credits) *P: Sophomore standing & English Composition with grade of C or higher*
- BUS-F 300: Introduction to Financial Management (3 credits) *P: BUS-A 200 OR BUS-A 201/205/304/307 OR BUS-A 202/207/306/309*
- BUS-G 300: Introduction to Managerial Economics & Strategy (3 credits) *P: Sophomore standing*
- BUS-J 306: Strategic Management & Leadership (3 credits) *P: Junior standing*
- BUS-K 201: The Computer in Business (3 credits) *P: none*
- BUS-L 100: Personal Law (3 credits) *P: none*
- BUS-L 201: Legal Environment of Business (3 credits) *P: Sophomore standing*
- BUS-M 300: Introduction to Marketing (3 credits) *P: Sophomore standing*
- BUS-P 300: Introduction to Operations Management (3 cr.) *P: BUS-K 201/204*
- BUS-R 300: Principles of Real Estate (3 credits) *P: Sophomore standing*
- BUS-W 212: Exploring Entrepreneurship (3 credits) *P: none*
- BUS-W 300: New Venture Management (3 credits) *P: Sophomore standing*

Additional Electives (9 crdits):

ALL Additional Electives must be completed on the IU Bloomington campus.

- 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.

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.

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 consists of fifteen semester hours (five three-credit semester courses or some combination of required courses and a collection of experiential events). Only students outside the Kelley School of Business will be admitted into the Certificate in Entrepreneurship program. The program has three required courses and two elective courses. This necessitates the students learn the basic issues involved with entrepreneurship, while maintaining some flexibility in tailoring the program to the student's particular area(s) of interest.

Minors for Non-Kelley Students

Kelley School of Business minors are open to students admitted to any IU bachelor degree granting school/college. Students may obtain one or more Kelley minors by successfully fulfilling the appropriate requirements. Kelley minors are 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:

- 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.
- A maximum of one course for the minor can be taken on an IU-approved study abroad program, where available.

Kelley Minors:

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

Marketing Minor

A complete list of all Kelley School of Business Minors and Certificates, as well as Minor and Certificate policies can be found [here](#).

Required Courses (15 credit hours):

- BUS-A 200: Foundations of Accounting (3 credits) *P: none*
 - While not recommended, students may substitute BUS-A 201/205 (no longer offered at IUB), BUS-A 202/207 (no longer offered at IUB), BUS-A 304/307, or BUS-A 306/309 to meet the Accounting requirement for the minor
- BUS-K 201: The Computer in Business (3 credits) *P: none*
- BUS-M 300: Introduction to Marketing (3 credits) *P: Sophomore standing*
- BUS-M 311: Introduction to Marketing Communication (3 credits) *P: BUS-M 300*
- BUS-M 312: Retail Marketing Management (3 credits) *P: BUS-M 300*

Elective courses (6 credit hours required):

- BUS-F 300: Introduction to Financial Management (3 credits) *P: BUS-A 200 OR BUS-A 201/205/304/307 OR BUS-A 202/207/306/309*
- BUS-G 300: Introduction to Managerial Economics & Strategy (3 credits) *P: Sophomore standing*
- BUS-J 306: Strategic Management & Leadership (3 credits) *P: Junior standing*
- BUS-L 201: Legal Environment of Business (3 credits) *P: Sophomore standing*
- BUS-P 300: Introduction to Operations Management (3 cr.) *P: BUS-K 201/204*
- BUS-Z 302: Managing Behavior in Organizations (3 credits) *P: Juniors standing*

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. In addition to the basic requirements, students choose from a wide variety of business majors.

International Programs

The Kelley School offers students the opportunity to discover the culture of a different country through a fall, spring, or summer of study overseas. 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 [IUB GenEd World Language & Cultures requirement](#).

A full list of programs offered by Kelley can be found on the [International Programs website](#).

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](#) (KODI) supports underrepresented minority students. 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.

KODI offers academic advising, student organizations, and mentoring and leadership opportunities.

Organizations & Services

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

What is a bulletin?

The Kelley School of Business Undergraduate Bulletin is a resource and roadmap that provides students with the information they need to make the most of their undergraduate education and to graduate from the School in a timely manner. It is the official source of information regarding degree requirements, policies and procedures, programs of study, courses, and opportunities within

and outside of individual programs. Students pursuing degrees, minors, or certificates in other schools on the Bloomington campus should consult the [IU Bloomington Bulletins](#) website to find the appropriate bulletin that covers their degree program. Students will also find useful information listed on the [Undergraduate](#) website and the [Student Portal](#).

Which bulletin year should you use?

Students follow the requirements included in the bulletin published in the year they first enrolled (matriculated) as a degree-seeking student at Indiana University Bloomington. For instance, a new freshman or transfer student beginning at IUB in the summer or fall of 2018 will be held to the requirements laid out in the 2018-2019 Bulletin of the Kelley School of Business. For questions regarding which bulletin to use, please consult the Kelley Academic Advising Office, (812) 855-2614 or busadv@indiana.edu. The requirements outlined in the bulletin are in effect at the time of matriculation and will remain constant throughout your time in the School, assuming you graduate within seven years.

Student Responsibility

Students are responsible for planning their own programs of study and for meeting the degree requirements for graduation. For advice in fulfilling these requirements and in planning a course of study, students admitted to the Kelley School of Business are encouraged to regularly seek out academic counseling from [Kelley academic advisors](#). Although academic advisors will do their best to aid students, it is ultimately each student's responsibility to plan an appropriate academic course of study and to fulfill the various degree requirements. Familiarizing themselves with the contents of this Bulletin is a crucial first step that students can and should take to ensure they know what opportunities are available to them and what requirements are expected of all students in the Kelley School of Business.

Where to find degree information

Requirements for a B.S. in Business, all Business major requirements, and Business minor/certificate requirements can be found in the Program Details section of the bulletin.