



# ACCELERATED PLAN—HEIDER COLLEGE OF BUSINESS LEGACY CURRICULUM

## Bachelor of Science in Business Administration in Marketing (BSBA) to Master of Science in Organizational Leadership (MS)

FALL COURSES	CREDITS	SPRING COURSES	CREDITS	SUMMER, TRANSFER AND PRE-CU COURSES	CREDITS
RSP: Intro to Collegiate Life .....	1	Critical Issues <b>-AND-</b> COM 101.....	4		
Contemporary Composition.....	3	Math Reasoning .....	3–4		
MTH 201 Applied Math .....	3	Christian Tradition .....	3		
Philosophical Ideas .....	3	ECO 205 Intro Macroeconomics.....	3		
ECO 203 Intro Microeconomics .....	3	ACC 201 Intro to Financial Accounting.....	3		
PSY 201 Intro Psychology .....	3				
<b>TERM SUBTOTAL: .....</b>	<b>16</b>	<b>TERM SUBTOTAL: .....</b>	<b>16–17</b>		
Understanding Natural Science .....	2–4	Global Perspectives.....	3		
Philosophical Ethics.....	3	Biblical Tradition .....	3		
ACC 202 Intro to Managerial Accounting....	3	BUS 201 Legal Environment.....	3		
BIA 253 Management Information Systems .....	3	MGT 301 Managerial Process and Organizational Behavior.....	3		
BUS 229 Statistical Analysis .....	4	MKT 319 Principles of Marketing.....	3		
<b>TERM SUBTOTAL: .....</b>	<b>15–17</b>	<b>TERM SUBTOTAL: .....</b>	<b>15</b>		
BUS 356 Business Ethics .....	3	Business Elective I .....	3		
COM 314 Managerial Communication.....	3	Modern Language/ International Cultures I.....	3		
FIN 301 Managerial Finance .....	3	Literature .....	3		
MGT 385 Production and Operations Management .....	3	Major Class 6 .....	3		
MKT 343 Marketing Research.....	3	MKT 333 Consumer and Market Behavior.....	3	GRD 600 Orientation to Creighton .....	0
Major Class 5 .....	3			<b>TERM SUBTOTAL: .....</b>	<b>0</b>
<b>TERM SUBTOTAL: .....</b>	<b>18</b>	<b>TERM SUBTOTAL: .....</b>	<b>15</b>		
MKT 363 Global Marketing.....	3	MKT 473 Marketing Management: Policy and Strategy .....	3		
Humanities.....	3	BUS 471 Strategic Management.....	3		
Modern Language/ International Cultures II.....	3	Business Elective 3 (As needed).....	3		
Business Elective 2 (Must be outside major).....	3	MSL 602 Communicating and Leading Across Culture .....	3		
GRD 601 Writing for Graduate Students.....	1	MSL 603 Innovation and Adaptive Change.....	3	MSL 604 Approaches to Human Capital....	3
MSL 600 Leadership Theory, Application and Reflection .....	2			MSL Elective.....	3
MSL 601 Strategic Orienteering and Execution Tactics .....	3	<b>TERM SUBTOTAL: .....</b>	<b>15</b>	<b>TERM SUBTOTAL: .....</b>	<b>6</b>
<b>TERM SUBTOTAL: .....</b>	<b>18</b>				
MSL Elective.....	3	MSL Elective.....	3	MSL 790 Leadership Capstone.....	3
MSL Elective.....	3	MSL Elective.....	3	MSL Elective.....	3
<b>TERM SUBTOTAL: .....</b>	<b>6</b>	<b>TERM SUBTOTAL: .....</b>	<b>6</b>	<b>TERM SUBTOTAL: .....</b>	<b>6</b>

**GRAND TOTAL: ..... 152–155**

116–119 Undergraduate + 36 Graduate Credit Hours  
12 credits are used by both BSBA and MS degrees



ACCELERATED PLAN—HEIDER COLLEGE OF BUSINESS LEGACY CURRICULUM

Bachelor of Science in Business Administration in Marketing (BSBA) to Master of Science in Organizational Leadership (MS)

CORE REQUIREMENTS CREDITS

MAGIS CORE—FOUNDATIONS

Contemporary Composition..... 3
Critical Issues..... 3
Oral Communication..... 1
Math Reasoning ..... 3
Philosophical Ideas ..... 3
Christian Tradition ..... 3

MAGIS CORE—EXPLORATIONS

Understanding Natural Science ..... 2-4
Understanding Social Science\*
(Satisfied by PSY 201)..... 3
Global Perspectives..... 3
Literature ..... 3
Philosophical Ethics..... 3
Biblical Tradition ..... 3

BUSINESS CORE—GENERAL

RSP..... 1
Humanities (ART, ARH, DAN,
GDE, MUS -OR- THR)..... 3
PSY 201..... 3
MTH 201..... 3
BUS 229 (Designated stats reasoning) ..... 3
COM 314 ..... 3
Global Business Class\*\* ..... 3
Modern Language -OR-
International Culture I -AND- II\*\*\* ..... 6

BUSINESS CORE—LOWER DIVISION

ACC 201 -AND- ACC 202 ..... 6
ECO 203 -AND- ECO 205 ..... 6
BUS 201 ..... 3
BIA 253 ..... 3

BUSINESS CORE—UPPER DIVISION

MKT 319 ..... 3
MGT 301 (Designated written COMM) ..... 3
FIN 301 ..... 3
MGT 385..... 3
BUS 356 ..... 3
BUS 471..... 3

MAJOR CREDITS

MARKETING GENERAL TRACK

MKT 333 ..... 3
MKT 343 ..... 3
MKT 473 ..... 3
MKT Elective (Satisfied by MKT 363) ..... 3
MKT Elective ..... 3
MKT Elective ..... 3

MAJOR SUBTOTAL:..... 18

ELECTIVES

Business Elective 1..... 3
Business Elective 2 ..... 3
Business Elective 3 (If needed)\*\*\*\* ..... 3
Unrestricted Electives
(As needed to fulfill total credit requirement) ..... ?

Masters classes shown in LIGHT BLUE will be taken while an undergraduate student. Masters classes shown in GRAY will be taken while a graduate student.
OTHER NOTES
This plan is an example of Creighton's Accelerated Bachelor's to Master's program and how one might accomplish this path. Please note, each student will have a unique background and set of circumstances that must be considered in their plan.
\*You may choose from any of the Magis Common Core: II Understanding Social Sciences courses. However, PSY 201 (requirement for HCB students) also fulfills this Magis Common Core requirement. You will receive only 3 credits but fulfill both requirements with one course: PSY 201.
\*\*Select among ACC 538, ECO 528, ECO 518, ECO 538, FIN 558, MGT 373, MKT 363. If you also apply the global business class to your major, you must take an additional business elective.
\*\*\*There are three options for the modern language or cultures requirement:
1. One or two courses in French, German, Italian, Japanese, Russian, Chinese, Arabic or Spanish. Students must complete through the 112 level or above. 112 or higher will complete the requirement.
2. One course in French, German, Italian, Japanese, Russian, Chinese, Arabic or Spanish and one cultures class from the same region. The language must be spoken in the region. One class must be intermediate.
3. Two cultures courses from the same region.
\*\*\*\*A third business elective is only needed if the Global Business Class is also counted as one of the elective classes within the chosen major (for 18 unit majors).

FOR MORE INFORMATION

Lance Frazier, PhD | 402.280.1192 | LanceFrazier@creighton.edu



Graduate School