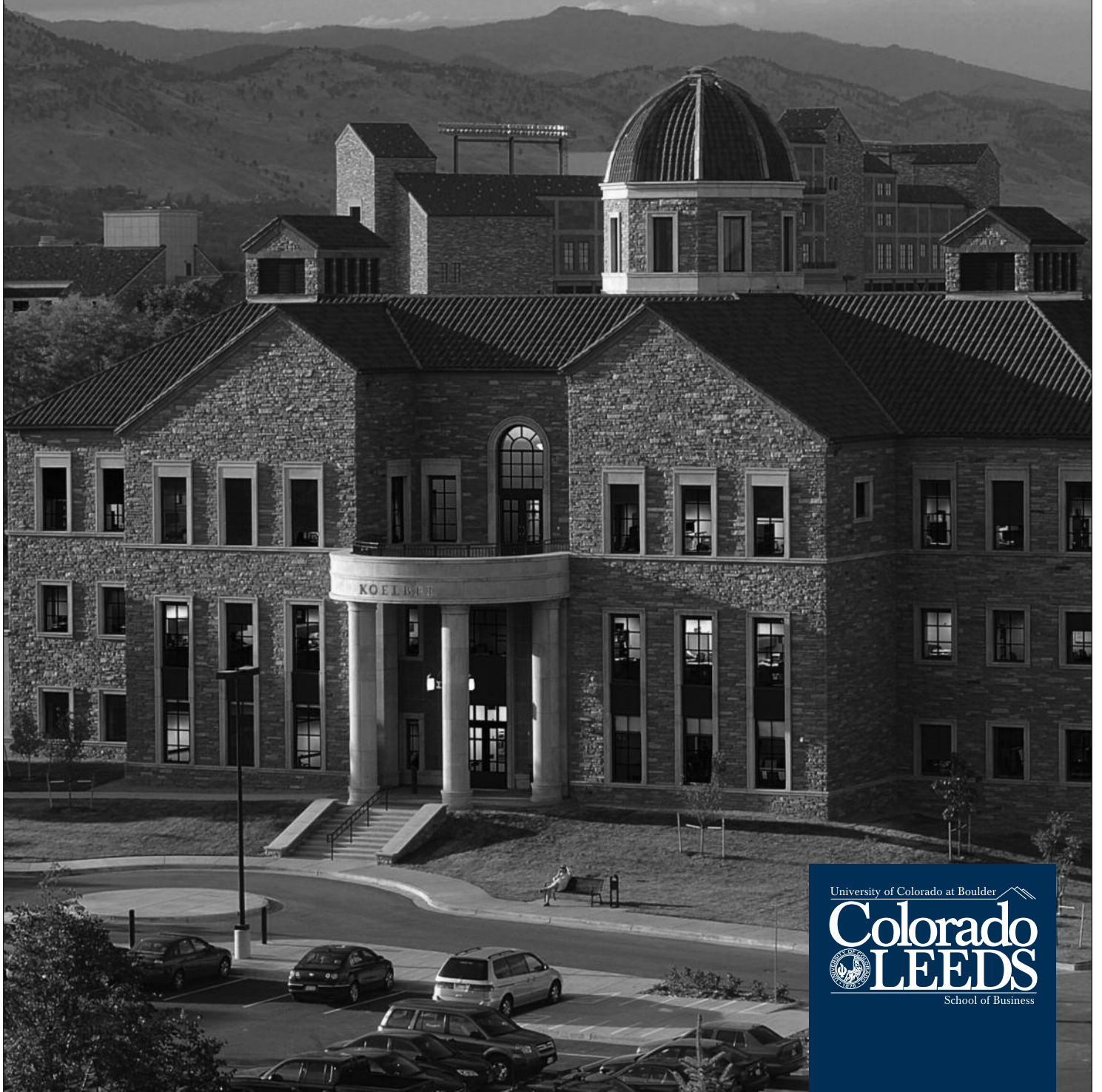


# UNDERGRADUATE Academic Degree Requirements



## UNIVERSITY OF COLORADO AT BOULDER

### Overview of the Leeds School of Business

Today's business leaders must be able to think critically, communicate effectively, adapt to and lead change, act ethically, value diversity, and act competitively in the global economy. The Leeds School of Business teaches students these skills, allowing you to enter the marketplace with a solid business foundation and the promise of a thriving career.

The undergraduate program focuses on developing management skills and proficiency in analytical thinking and decision analysis. In addition, the program includes a broad liberal arts component. Areas of emphasis available in the college include: accounting, finance, marketing, management, and operations and information management.

In addition to one of the five areas of emphasis, you may also pursue an area of application or certificate in the following areas: entrepreneurship and small business management, international business, and real estate. Certificates are also available in operations and information management as well as quantitative finance.

Students who complete their coursework earn a Bachelor of Science (BS) degree in Business Administration.

### Transferring into the Leeds School of Business

You may apply to the Leeds School of Business at the onset of your experience at CU, or transfer by Intra University Transfer (IUT) after completing 24 semester hours at the University of Colorado. (See specific course requirements below.) To be admissible, you must have the following:

- A cumulative GPA of 3.3 or better
- A business GPA of 2.0 or better

*Completion of the following requirements with a grade of B- or better:*

#### MATH

- MATH 1071 or an equivalent finite math course and
- MATH 1081 or an equivalent calculus course
- OR two semesters of calculus

#### ECONOMICS

- ECON 2010 and 2020 (Micro and Macro Economics)
- Completion of 24 semester hours, 12 of

which are graded work at CU-Boulder

*For details see <http://leeds.colorado.edu/advising>.*

### Career Possibilities

The Leeds School of Business Career Connections Office is a wonderful resource for comprehensive career planning and preparation for today's competitive job market.



One-on-one coaching and workshops help students to clarify objectives, polish resumes, and enhance job-search abilities. This provides students with a competitive edge in the marketplace. Interviewing techniques are honed with industry volunteers. Please call (303) 492-1808 for more information.

Internships allow students to take advantage of the region's thriving business climate and integrate career management skills with the knowledge they gain in the classroom. The Boulder-Denver area is a hotbed for many large firms including IBM, Sun Microsystems, and Qwest. Most internships are paid, and all provide challenging and educationally meaningful experiences. Internships often evolve into a career position with the company.

The University of Colorado's Career Services Office offers a number of programs and services designed to help in all areas of the career search including planning and internships.

The school maintains ongoing relationships with the business community through a variety of special programs, which brings business leaders to campus for classes, workshops, and seminars. The school also hosts networking events to encourage students to meet business leaders in a business setting.

### Facilities

Technology encompasses the business world and affects all aspects of the marketplace. The Leeds School of Business emphasizes technology in its educational environment, from electronic classrooms to high-tech team study rooms.

The Leeds School of Business' William M.

White Business Library and Information Commons contains a wide variety of business resources including over fifty online databases. They include Business & Company Resource Center, Factiva, LexisNexis, Mergent Online, Proquest Historical Annual Reports (back to the 1880s), Standard & Poor's Net Advantage, and the Wall Street Journal from 1889 to the present. They are accessible through the library's webpage in the library and on the campus network.

The Information Commons, part of the library, is open to students twenty-four hours per day for research and study. The Trep Café coffee bar is housed there and is open during the day.

Leeds' Douglas Buck Electronic Media Center is devoted to online resources and compact disc subscriptions. They are accessible through the center's workstations and the campus computer network.

The school houses computer classrooms with state-of-the-art projection systems, and multimedia capabilities. Students work with the most current Microsoft software including Excel, PowerPoint, Word, Access, SPSS, and SAS statistical analysis packages. All resources are connected to the campus Ethernet network and the Internet. The Koelbel Building is connected throughout the building to the campus wireless network.

### Student Organizations

As a supplement to classroom learning experiences, we encourage you to join one of the more than twenty student organizations affiliated with Leeds. These organizations address a variety of fields including real estate, finance, accounting, management, marketing, entrepreneurship, international business, and information management. Members share professional interests, recognize scholastic achievement, and coordinate social events.

### Study Abroad

The study abroad program provides a unique opportunity to study, live, and travel in a foreign country while enhancing students' business education. Firsthand experience abroad can provide you with valuable insight to the world of international business, finance, and management and can give you a competitive edge in the job market.

If you are interested in spending a summer abroad, the Leeds co-sponsors the Seminar in

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International Finance and Business in London, as well as the Global Seminar on Entrepreneurship and Empowerment in Cape Town, South Africa. Other summer business programs are offered in Denmark and Mexico.

Besides summer programs, CU Study Abroad offers over 200 study abroad possibilities. Some require language study, but many do not. With early planning, you may study abroad and apply all credits directly to your degree requirements. You are encouraged to take advantage of this excellent opportunity to experience another culture while completing your undergraduate degree.

For more information, visit: [www.colorado.edu/OIE/StudyAbroad/](http://www.colorado.edu/OIE/StudyAbroad/) or call the Office of International Education at (303) 492-7741.

### Minimum Academic Preparation Standards (MAPS)

Students who graduated from high school in 1988 or thereafter are required to meet the minimum academic preparation standards (MAPS). Students admitted to CU-Boulder with MAPS deficiencies must complete their MAPS courses before graduation.

The following is a list of MAPS requirements for the Leeds School of Business. One unit equals one year of high school study or one semester of college course work. (These are MAPS requirements for students who graduated in the spring 1995 semester or thereafter.)

- English: 4 units, including two in composition
- Mathematics: 4 units
- Natural science: 3 units, including two in laboratory science, one of which must be in chemistry or physics
- Social science: 3 units, including one unit of U.S. or world history & one unit of geography

Students who have taken U.S. history may use a half year of world history and half year of geography in place of one year of geography.

- Foreign language: 3 units of a single foreign language; the last year must be at least Level Three.

For courses used to fulfill these requirements, see: <http://aac.colorado.edu/orientation/maps.asp>

### Degree Requirements

- Demonstrate Computer Proficiency: You are expected to demonstrate basic spreadsheet skills and how to use Excel for creating and using spreadsheets, by passing an assessment

exam in the first semester.

- Complete at least 120 credit hours toward graduation.
- Complete at least 61 credit hours of business courses; 30 hours, including the 15 credit hours in the area of emphasis, must be completed after admission to the Leeds School.
- You must be in residence at the campus awarding the degree and must be registered as a business degree student during the term of graduation.
- Complete at least 59 credit hours of non-business courses.
- Maintain an overall, business, and area-of-emphasis GPA of at least 2.0.
- Earn a minimum of C- in each Area of Emphasis Course
- You must complete Content Area courses taken from the Arts and Sciences Core Curriculum. Each of the three or six hour requirements listed may be satisfied by passing a course(s) from the corresponding section of the Arts & Sciences Core Curriculum. These courses must be taken for a grade.

**Note:** Some of the following Core requirements have been modified specifically for business students. These Content Area courses are included in the 59 hours of non-business courses. For a complete list of courses that fill these requirements please see the Arts and Sciences webpage at [www.colorado.edu/ArtsSciences/students/undergraduate/core.html](http://www.colorado.edu/ArtsSciences/students/undergraduate/core.html)

#### I. Mathematical Skills (6 semester hours)

Students are required to demonstrate competence in mathematical skills by completing one course from each of the following categories:

- Finite Math (3 semester hours) MATH

1071-3: Finite Math/Social Science and Business or ECON 1078-3: Math Tools for ECON 1. Transferring in calculus as a first year student will exempt you from this requirement adding 3 hours to your non-business electives. For those with strong math skills, we offer a math assessment test and encourage anyone completing algebra II or higher to pursue this option. OR you may complete a 2nd semester of calculus to complete this requirement.

- Calculus (3 semester hours) MATH 1081-3: Calculus/Social Science and Business or ECON 1088-3: Math Tools for ECON 2 or equivalent calculus course

#### II. Contemporary Societies (6 semester hours)

These courses acquaint students with descriptive statistics commonly used by economists. It will familiarize the student with characteristics of the U.S. economy, and differentiate characteristics from those in other economies. This six-hour requirement must be fulfilled by taking the following two courses.

ECON 2010-4: Microeconomics

ECON 2020-4: Macroeconomics

#### III. Historical Context (3 semester hours)

Courses that fulfill this requirement enable students to study historical problems or issues and develop an understanding of earlier ideas, institutions, and cultures.

Courses explore the times and circumstances in which social, intellectual, artistic, or other developments occurred. Through this exploration, students analyze subjects in their context, that is, they investigate both the processes and the meanings of change.

Among the educational goals of these courses are the following: to contribute to historical perspectives that may help clarify issues that arise today or will arise tomorrow, to arouse the curiosity of students concerning historical conditions that may be relevant to subjects studied in other courses, and expand the imagination by generating an awareness of the diverse ways in which our common humanity has expressed itself.

#### IV. Human Diversity (3 semester hours)

Courses fulfilling this requirement increase the student's understanding of diversity and pluralism through the study of two interrelated areas: (1) the nature and meaning of the categories of women, race, ethnicity, and gender; and (2) cultures other than those of Europe and the United States. This requirement explicitly identifies an awareness and under-



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standing of pluralism as essential to a liberal arts education.

### V. Ideals and Values (3 semester hours)

Ideals and values have usually been determined by long-standing traditions and fixed social practices. In our modern world, the interaction of different cultures, movement from place to place, electronic media, and the rapidity of change within a given society, has generated new constellations of ideals and hard choices among values.

The courses that meet the ideals and values requirement inquire into a specific sphere of human value (e.g., moral, religious, intellectual, environmental). In these courses, students are encouraged to reflect upon their own, and others' fundamental ideals and values and the sources from which they derive. Such inquiry demands the development of critical skills, which helps students identify the assumptions and ramifications of value structures. It also requires consideration of approaches by which value systems are constructed, justified, and applied, especially in regard to personal, societal, and cross-cultural contexts.

### VI. Literature and the Arts (6 semester hours, 3 of which must be upper division)

These courses promote a better understanding of fundamental aesthetic and cultural issues. They sharpen critical and analytical abilities so that students may develop a deeper appreciation for works of art.

The goal of this requirement is to enhance the student's ability to read critically, understand the elements of art, and grasp the complex relations between artist and public and between art work and cultural matrix.

Emphasis in courses that fulfill this requirement will be on works that are generally recognized as central to and significant for one's cultural literacy and that enhance the student's understanding of our literary and artistic heritage.

### VII. Natural Science (6 semester hours)

These courses study the nature of matter, life, and the universe. They enhance literacy and knowledge of scientific disciplines and reasoning and observing skills that are necessary to evaluate issues with scientific content. Courses demonstrate that science is not a static list of facts, but a dynamic process that leads to knowledge. This process is one of subtle interplay between observation, experimentation, and theory, enabling students to develop a critical view

toward the conclusions and interpretations obtained through the scientific process.

Through a combination of lecture courses



and laboratory or field experiences, students have hands-on experience with scientific research. They develop observational skills of measurement and data interpretation and learn the relevance of these skills to the formation and testing of scientific hypotheses.

*NOTE: No two-semester sequence or lab is required.*

### VIII. United States Context (3 semester hours)

Courses fulfilling the United States Context requirement explore important aspects of American culture and society. They stimulate critical thinking and an awareness of this country's role in the world by promoting an understanding of the particular world views the United States has fostered. Courses familiarize students with the diversity, environment, culture, history, values, and expression in the United States and enable them to evaluate each critically.

### IX. Written Communication (6 semester hours: 3 hrs. upper-division and 3 hrs. lower-division)

Writing is a skill fundamental to all intellectual endeavors. While some college courses require more writing than others, strong writing is recognized as a necessary means of communication in every scholarly discipline.

WRTG 1150 or 1250: First Year Writing

WRTG 3040-3: Writing on Business and Society

*Note: Any upper-division written communication course will fulfill this requirement.*

### General Curriculum Policies

1. In addition to the 42 hours of arts and sciences content area courses, you must complete at least 17 credit hours of non-business electives.

2. The school will not accept workshops, orien-

tations, most internships, independent studies, or certain classes offered by the College of Arts and Sciences. If you are uncertain, please check with your advisor.

3. You may use courses taken pass/fail to satisfy non-business electives only. The pass/fail determination must be made before the university deadline and is irreversible. A maximum of 6 hours of pass/fail is allowed.

4. Business courses may not be taken pass/fail.

5. You must complete 30 hours of business courses in residence on the Boulder campus after admission to the program, including all 18 hours in the area of

emphasis and 9 hours in any area of application or certificate. You must be in residence at the campus awarding the degree and must be registered as a business degree student during the term of graduation.

### Required Business Core Courses

(28 semester hours)

BCOR 1010-3 Introduction to Business

BCOR 1020-3 Business Statistics

BCOR 2000-4 Accounting and Financial Analysis

BCOR 2200-3 Introductory Finance

BCOR 2300-3 Adding Value with Management

BCOR 2400-3 Fundamentals of Marketing

BCOR 2500-3 Operations and Information Management

BCOR 3000-3 Business Law, Ethics, and Public Policy

BCOR 3010-3 Business, Ethics and Society

*You must also complete a minimum of 15 credit hours of business electives. Any business courses beyond the required Area of Emphasis courses, as well as courses from any of the Areas of Application will count as business electives.*

*After you are admitted to Business, you must complete the remainder of the BCOR in residence.*

### Areas of Emphasis

#### • Accounting (ACCT)

Accounting is critical to firms that continually acquire assets, raise funds to finance assets, control operating costs, and manage cash flow.

The areas of accounting study include financial and managerial accounting, taxation, and auditing. The accounting emphasis is designed to prepare students for careers in accounting, business, nonprofit, and government organizations. Emphasis is placed on log-

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ical reasoning and the development and use of information, which enables students to solve accounting and management problems and to make sound policy decisions.

#### • Finance (FNCE)

Financial experts, integral to every business decision, address issues in the financial services and securities areas in high technology firms, large corporations, and entrepreneurial companies. Students are provided with the tools, techniques, and procedures used in valuing securities and business firms and are taught to apply them in business settings.

The area's foundation prepares students to critically, analytically, and systematically address the financial impacts of other business decisions. The program focuses on business or corporate financial management and addressing risk management using financial instruments. It also covers financial market-oriented reasoning as it pertains to framing the risk-return trade-offs facing personal and corporate investors.

#### • Management (MGMT)

The management program gives students the expertise to understand today's evolving business world. Students combine their backgrounds in marketing, accounting, finance, and information systems to resolve problems and implement and manage change in a variety of settings.

Students explore topics about fundamental changes in organizations' perspectives, effectiveness, and restructuring to respond to a dynamic environment. This program prepares them to become leaders in entrepreneurial companies, large firms, or consulting.

The area provides the managerial skills needed for success in entry-level positions and builds the foundation required for success in management positions of greater responsibility, authority, and leadership. Students may select from two management tracks: human resources and operations management.

#### **Human Resources Track**

Solid employee recruitment and strong employee relations are critical to any business. The human resources management track provides students with the knowledge and skills necessary to earn a certification in the area from the Society of Human Resources, the principal professional society in the field. Graduates are qualified to act as human resource representatives in small- to medium-sized companies, specialists in organizations with more diverse needs, or well-rounded general managers in

any business.

#### **Operations Management Track**

The principal function of any organization is the efficient creation and delivery of products and services to its customers. The operations management track focuses on this creative process and identifies how organizations use productivity, quality, flexibility, timeliness, and technology to compete and prevail in their markets.

Students graduating from this program have a broad understanding of the importance of operations in the success of any organization. They will be qualified to serve in entry-level line management positions and as general managers later in their careers.

#### **Information Management Track**

Advances in business knowledge and technology have radically changed business systems and processes. As a result, critical to today's businesses is the ability to get the right information to the right people at the right time, so that both strategic and operational decisions are made properly and quickly. Students majoring in Information Management will learn to recognize the pivotal roles that operations and information systems play in the business world and to use their knowledge to increase business competitiveness. They are exposed to a range of tools, methods, and techniques for addressing issues such as the selection and implementation of new technologies, and the creation of processes that effectively connect with customers, suppliers, and distributor channels. Students are prepared to be leaders in the effective utilization of information in business.

#### • Marketing (MKTG)

The increasingly global marketplace, coupled with new communication vehicles such as the Internet, have changed the traditional tactics

used in marketing. Today's marketers must understand the unique challenge of foreign consumers and how to effectively convey their messages throughout the world.

The marketing program prepares students to lead marketing campaigns by developing analysis and decision-making skills in marketing management and strategy. Courses focus on topics such as product management, distribution, international marketing, advertising, and marketing research.

Key concepts address managing customer needs, distribution, and communication activities - the ultimate goal being to achieve a sustainable, competitive advantage for an organization.

#### **Areas of Application**

In addition to one of the five areas of emphasis, students may also use business electives to fulfill the following areas of application:

- Entrepreneurship and Small Business Management (certificate available)
- International Business (certificate available)
- Real Estate (certificate available)

#### **Certificates**

- Information Management
- Quantitative Finance

#### **Achieving Educational and Career Success: First Year**

##### Academics

- Practice reading your degree audit and become familiar with it.
- Use your New Student Handbook, available online.
- Use available resources to maximize academic success (professors, recitation leaders, study groups, tutors).
- Join the Leeds School of Business Facebook page for your class for up to date information on events.

##### Professional Development

- Create a college resume and cover letter, get it critiqued at Career Connections.
- Pursue an internship or shadowing experience for the summer.
- Create an account in CSO (Career Services Online).

##### Personal Development

- Become a mentee in the Leeds Peer 2 Peer mentoring program.
- Explore different student group organizations.



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- Attend the Leeds Student Club BBQ to explore membership opportunities.

## Second Year

### Academics

- Explore study abroad. Attend Leeds Study Abroad Night (offered in October & February).
- Explore areas of business emphasis. Attend Curriculum to Career Night, visit Sophomore Program page (available from [leeds.colorado.edu/advising](http://leeds.colorado.edu/advising) -> Student Programs).
- Increase your GPA. Use tutors, SASC (Student Academic Services Center) workshops, study groups
- Understand your degree audit. Meet with your advisor at least once this year to discuss academic plans.

### Professional Development

- Increase your leadership skills. Consider joining a student organization.
- Discover internships and career possibilities with Career Services.
- Join the Leeds Professional Mentorship program as a mentee.

### Personal Development

- Visit Career Services (Willard Hall) and take a personality/strengths finder assessment.
- Consider becoming a mentor in the Leeds Peer 2 Peer mentoring program.

## Third Year

### Academics

- Be able to articulate what you are studying and how it relates to your career goals. Choose an Area of Emphasis and review your final 2 years with your advisor.
- Participate in a study abroad program.
- Develop relationships with academic advisors

and professors, you'll need reference letters.

### Professional Development

- Research specific career options. Attend the mini-career fair for your area of emphasis.
- Attend the University sponsored Career Fair.
- Maintain an updated resume and cover letter.

### Personal Development

- Pursue a leadership position in a student organization.
- Consider becoming a mentor in the Leeds Peer 2 Peer mentoring program.

## Fourth Year

### Academics

- Complete a senior audit with your academic advisor.

### Professional Development

- Market your skills and your education to employers.
- Attend the University sponsored Career Fair
- Attend the Leeds mini-career fair for your area of emphasis.

### Personal Development

- Apply for student awards and scholarships.
- Consider becoming a mentor in the Leeds Peer 2 Peer mentoring program.

## For More Information

Please call 303-492-6515 or stop by the Office of Undergraduate Student Services for more information. Talk to the designated faculty advisors to determine if business is the right degree program for your goals.

Please refer to the University of Colorado at Boulder Catalog for college policies and procedures. You may also consult the Registrar's website and the Professor Performance Guide for further information.

Although this publication was prepared on the basis of all available information, course

requirements are subject to change. Check with your advisor for final program approval.

## Leeds School of Business Degree Requirements

The following is a recommended four-year degree plan. BCOR, math and economics classes must be taken in sequence and some 2-level BCOR classes may be taken in the junior year.

### Freshman Year

- BCOR 1010 Introduction to Business (3)
- BCOR 1020: Business Statistics (3)
- \* Finite Math (3) See page 3 for details.
- \* Calculus (3)
- \* Contemporary Societies (ECON 2010) (4)
- \* Contemporary Societies (ECON 2020) (4)
- \* Written Communication (lower div.) (3)
- Content Areas (6)

### Sophomore Year

- BCOR 2000 Accounting and Financial Analysis (4)
- BCOR 2200 Introductory Finance (3)
- BCOR 2300 Adding Value with Management (3)
- BCOR 2400 Fundamentals of Marketing (3)
- BCOR 2500 Operations and Information Management (3)
- Non-Business Electives (3)
- Content Areas (12)

### Junior Year

- BCOR 3000 Business Law, Ethics and Public Policy (3)
- BCOR 3010 Business, Ethics, and Society (3)
- Area of Emphasis (6)
- Business Electives (6)
- Non-Business Electives (6)
- \* Written Communication (upper div.) (3)
- Content Areas (3)

### Senior Year

- Area of Emphasis (9)
- Business Electives (9)
- Non-Business Electives (9)
- Content Areas (3)

*For more details of the Leeds School of Business and the Bachelor of Science in Business Administration degree, see: <http://leeds.colorado.edu>>Explore >undergraduateadvising, or Degreesand Certificates>Undergraduate.*





*Undergraduate Academic  
Degree Requirements*

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