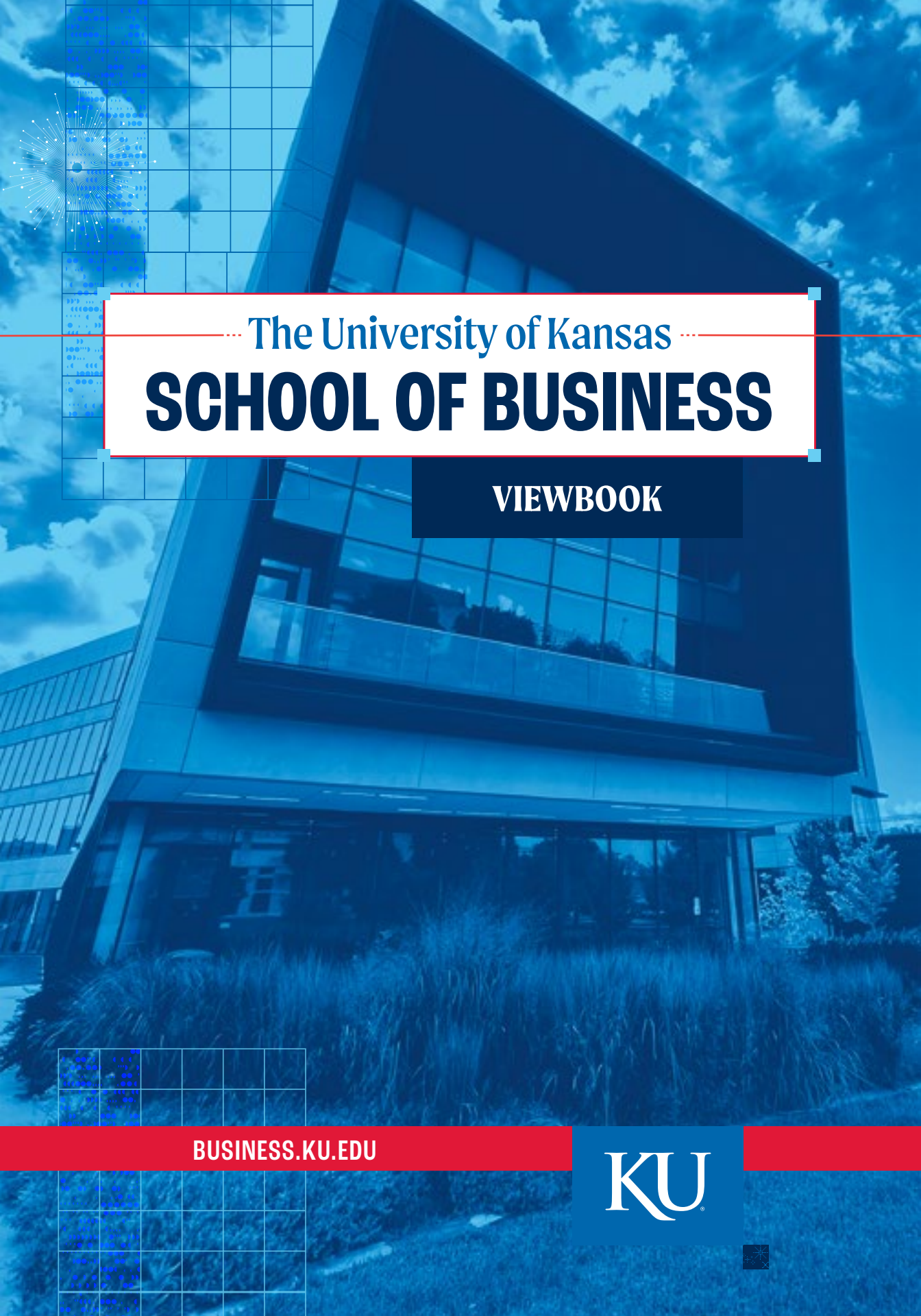




... The University of Kansas ...

SCHOOL OF BUSINESS

VIEWBOOK

BUSINESS.KU.EDU

KU

KU SCHOOL OF BUSINESS

Earn a degree with endless paths
and limitless careers

#40

**BEST PUBLIC UNDERGRADUATE
BUSINESS PROGRAM IN THE U.S.**
2026 U.S. News & World Report rankings

90.4%

**1-YEAR RETENTION RATE
OF SCHOOL OF BUSINESS
FIRST-TIME FRESHMEN TO KU**

97%

**OF UNDERGRADUATES SEEKING EMPLOYMENT
HIRED WITHIN 1 YEAR OF GRADUATION**

2024–25 employment data

**For every \$1 a student invests in a KU education,
they see a return of \$5.70 in lifetime earnings.**

KU Economic Impact Study, FY 2023

MARKS OF EXCELLENCE

KU is one of 38 U.S. public universities that belong to the prestigious **American Association of Universities**.

The KU School of Business and its accounting program are **accredited by AACSB International**. This designation represents the highest standards of achievement and excellence, as well as a commitment to continuous improvement.



BUILT FOR INNOVATION

The KU School of Business has called **Capitol Federal Hall** home since 2016.

- \$70.5 million building
- Classrooms, auditoria, labs, meeting spaces, interview rooms, and more

Coming soon:

The KU Entrepreneurship Hub, slated to open in fall 2027, will be powered by the School of Business and open to KU students from all disciplines to support entrepreneurial learning across campus.

Degree requirements



In addition to core curriculum courses, each major requires foundation and core classes in business and related fields, required major classes, and advanced business electives to satisfy requirements of specific majors, minors, and certificates.

HOURS REQUIRED TO GRADUATE

Total:	120
School of Business:	30
Junior/senior (300+ level):	45

Credit hours from another institution?

Check transferability at credittransfer.ku.edu

AP scores/credit for prior learning?

Learn how they fit with the KU curriculum at registrar.ku.edu/credit-prior-learning

View more info at catalog.ku.edu/business

KU Core 34 [Learn more at kucore.ku.edu]	34
Business Professional Development Program	
BUS 110 Introduction to Professionalism	1
BUS 210 Career Management and Planning	1
BUS 230 Introduction to Professions in Business (<i>or any alternative discipline-specific course equivalent to BUS 230 as offered</i>)	1
Engagement in co-curricular and extra-curricular enrichment activities and experiences	
Foundation + Core Curriculum	
MATH 115/125/145 Calculus I (Honors)	3
ECON 142/143 Principles of Microeconomics (Honors)	3
ACCT 200 Fundamentals of Financial Accounting	4
BSAN 202 Statistics	3
BUS 150 Foundations of Business	3
ACCT 201 Managerial Accounting I	3
BUS 205/305 Business Writing and Communication	2
BUS 215 Applied Excel for Data-Driven Decision Making or IST 310 Intro to Information and Management Productivity Systems	2
BE 301/302 Managerial Economics (Honors)	3
BLAW 301/302 Legal Aspects of Business (Honors)	3
BSAN 310/311 Introduction to Business Analytics (Honors)	3
FIN 310/311 Finance (Honors)	3
MGMT 310/311 Principles of Management (Honors)	3
MKTG 310/311 Marketing (Honors)	3
SCM 310/311 Management Science and Operations Management (Honors)	3
Capstone Course – MGMT 498/499 Business Policy and Strategy (Honors)	3
Elective Credits	15
Major-Specific Required Courses	21
Total Hours	120

MORE INFO ABOUT DEGREE REQUIREMENTS:



Admission

▶ To apply for School of Business admission, indicate any business major on your KU application

FRESHMAN DIRECT ADMISSION

FRESHMAN DIRECT ADMISSION

- 3.4+ high school GPA (4.0 scale) **OR**
- Business index score of 5.55+

PRE-BUSINESS PATHWAY

- Admitted to College of Liberal Arts and Sciences as Pre-Business student
- Admission through Pre-Business requirements

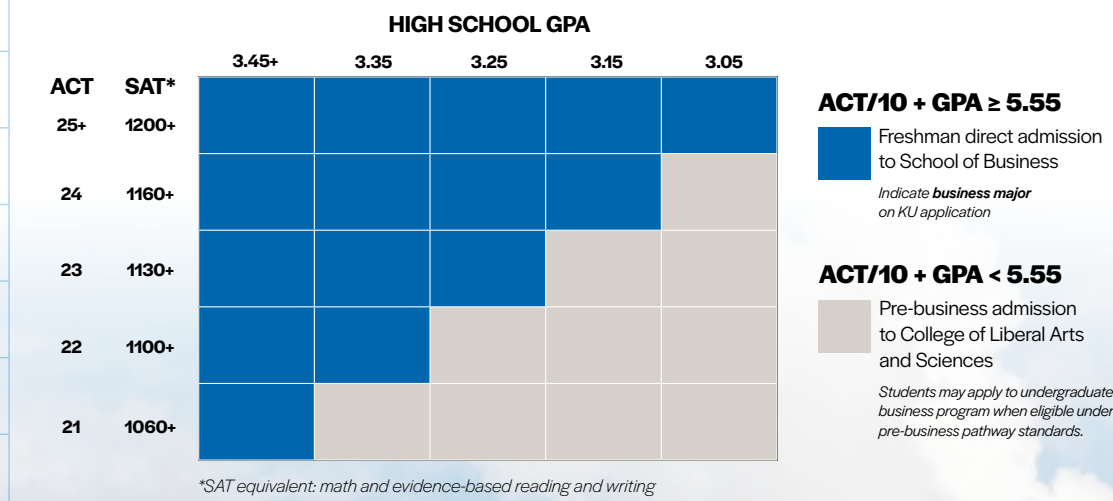
Who's eligible for freshman direct admission?
Graduating high school seniors who plan to major in business at KU. Get the details below.

Applicants accepted at KU with an interest in business are eligible for direct admission into the School of Business if they have an index score greater than or equal to 5.55. The index score is calculated using a student's high school GPA and ACT composite or SAT math and evidence-based reading and writing scores: (ACT/10) + HS GPA = index score.

Students applying through a test-optional pathway may also be considered for direct admission with a minimum 3.4 high school GPA.

Please note: Admission is conditional upon receiving final, official transcript and, if applicable, official standardized test scores.

Students should refer to the official ACT/SAT concordance table when comparing SAT scores to ACT scores.



PRE-BUSINESS PATHWAY

Transfer students and current KU students who do not qualify for direct admission into the School of Business can still apply through the pre-business pathway.

- **SOPHOMORE STANDING: 30 CREDIT HOURS**
- **COMPLETION OF 3 FOUNDATION COURSES:**
ACCT 200: Financial Accounting
BSAN 202: Statistics
ECON 142: Principles of Microeconomics

Who's eligible for the pre-business pathway?
Current KU students and transfer students. Get the details below.

- **EARN CUMULATIVE GPA OF 2.5+:**
Overall GPA (all transfer coursework)
Overall Professional GPA (all transfer business coursework)
KU Overall GPA
KU Professional GPA

ABOUT TRANSFERRING TO THE KU SCHOOL OF BUSINESS

DIRECT ADMISSION REQUIREMENTS

- **SOPHOMORE STANDING: 30 CREDIT HOURS**
- **COMPLETION OF 3 FOUNDATION COURSES:**
(must be taken for a grade)
ACCT 200: Financial Accounting
BSAN 202: Statistics
ECON 142: Principles of Microeconomics
- **EARN CUMULATIVE GPA OF 2.5+, including the following:**
Overall GPA (all transfer coursework)
Overall Professional GPA (all transfer business coursework, including ECON)

PRE-BUSINESS PATHWAY

- Work toward admissions requirements as a current KU student
- Access to all KU Business student services, academic advising
- **SOPHOMORE STANDING: 30 CREDIT HOURS**
- **COMPLETION OF 3 FOUNDATION COURSES:**
(must be taken for a grade)
ACCT 200: Financial Accounting
BSAN 202: Statistics
ECON 142: Principles of Microeconomics
- **EARN CUMULATIVE GPA OF 2.5+, including the following:**
Overall GPA (all transfer coursework)
Overall Professional GPA (all transfer business coursework, including ECON)

CREDIT TRANSFERS

You can check how courses transfer to KU from other universities using our online credit transfer tool: credittransfer.ku.edu

Transferring credits with earned grades of D+ and below will not satisfy KU and School of Business requirements. Transfer credits with earned grades of D+ and below will still be included in the GPAs for School of Business admission consideration.

Academic programs

Majors

Accounting	International Business (co-major)
Business Administration	Management and Leadership
Business Analytics	Marketing
Finance	Supply Chain Management
Information Systems	

Minors

Business Analytics	Management and Leadership
Entrepreneurship*	Marketing
Human Resource Management	Professional Selling
Information Systems	Supply Chain Management
International Business*	

Certificates

Accounting for Strategic Decision-Making	Professional Selling*
True Blue® Certificate in Banking	Jack Lockton Certificate in Insurance & Risk Management**
Bicknell Certificate in Personal Finance	

*Open to non-business majors | **Open to business minors

Student Support + Resources

ACADEMIC + CAREER ADVISORS

- Comprehensive academic advising for successful educational experience
- Professional advising and guidance for successful job search and career

BUSINESS COMMUNICATION CENTER

- Writing and presentation coaches provide feedback and guidance
- Students become clear, thoughtful writers and speakers

MATH 115 (CALCULUS) PRACTICE EXAMS

- Practice exam written by math department
- Students review solutions with student leaders, staff following practice exam
- Access to follow-up, supplemental support from student math coaches

TEACHING ASSISTANTS

- Peer-to-peer support system
- Collaborative study space in Capitol Federal Hall for academic support from TAs

Accounting

The opportunities for accounting professionals are diverse and limitless. An accounting skillset opens doors to jobs with public accounting firms, corporations, governmental entities and more.

\$71K
MEDIAN STARTING SALARY

100%
OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

2024-25 employment data
for accounting BSB graduates

TYPICAL POSITIONS/SPECIALIZED AREAS

Advisory and consulting	Financial reporting
Cost accounting	Forensics/investigative accounting
Digital assurance	Tax compliance and consulting
External and internal audit	Transaction planning and consulting
Financial planning and analysis	

[VIEW ACCOUNTING DEGREE REQUIREMENTS](#)



Business Administration

Studying business administration provides a broad business background through high-level exposure to all business disciplines.

\$50K
MEDIAN
STARTING SALARY

94%
OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

2024-25 employment data for business administration BSB graduates

TYPICAL POSITIONS

Branch manager
Customer service manager
Fundraiser/development officer
Human resource administrator
Industry relations specialist
Insurance agent
Property/real estate manager
Small business owner
Personnel manager
Personnel recruiter

[VIEW BUSINESS ADMINISTRATION DEGREE REQUIREMENTS](#)



Business Analytics

Gain the requisite knowledge, skills and experience to instill a data-driven mindset. The degree brings together fields of data management, computer science, statistics, data mining, and data visualization.

TYPICAL POSITIONS

Business intelligence analyst
Clinical data analyst
Computer systems analyst
Marketing analyst
Data analyst
Database architect
Quantitative analyst

[VIEW BUSINESS ANALYTICS
DEGREE REQUIREMENTS](#)



\$60K

MEDIAN STARTING SALARY

97%

OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

2024-25 employment data for business
analytics BSB graduates



Information Systems

Efficiently manage databases and information systems to help businesses or organizations achieve strategic goals and operational objectives.

TYPICAL CAREER PATHS

Information systems/technology
Consulting/sales
Technology management
Supply chain
Business analytics
Operations/production

[VIEW INFORMATION SYSTEMS
DEGREE REQUIREMENTS](#)



\$60K

MEDIAN STARTING SALARY

92%

OF STUDENTS
EMPLOYED WITHIN 1 YEAR
OF GRADUATION

2024-25 employment data
for information systems graduates



Finance

Finance serves the decision-makers outside of the organization, like banks, government agencies, stockholders, customers and suppliers. A KU finance degree prepares you to work in a variety of fields by developing strong analytical, accounting and communication skills.

\$60K

MEDIAN STARTING
SALARY

96%

OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

2024-25 employment data for finance BSB graduates



Applied Portfolio Management (APM)

APM is an application-only course that immerses students in global stock markets and real-world investing.

- Guest speakers include senior executives and Wall Street professionals
- Open to all students with recommended finance or accounting exposure

[Learn more: business.ku.edu/apm](https://business.ku.edu/apm)

TYPICAL CAREER PATHS

Corporate finance
Investment banking/
asset management
Commercial banking
Real estate
Financial planning/
wealth management
Insurance
Consulting

[VIEW FINANCE
DEGREE
REQUIREMENTS](#)



CO-MAJOR

International Business

The business school offers a co-major in international business in response to a growing number of employers valuing international business competency.

This co-major encourages KU Business students to develop a highly valuable and marketable resume of competency in both international business issues and language skills as well as a functional skillset.

[VIEW INTERNATIONAL
BUSINESS DEGREE
REQUIREMENTS](#)



Management and Leadership

Gain a mix of theoretical and practical management knowledge and skills to work as a professional manager and leader. Degree electives allow students to specialize in specific areas of interest.



\$51K
MEDIAN STARTING SALARY

92%
OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

*2024–25 employment data
for management + leadership graduates*



[VIEW MANAGEMENT + LEADERSHIP
DEGREE REQUIREMENTS](#)

TYPICAL POSITIONS

Benefits administrator	Meeting and convention planner
Branch manager	Public administrator
Business development officer	Property/real estate manager
Contract administrator	Personnel recruiter
Fundraiser/development officer	
Human resource administrator	
Management analyst	

Marketing

Marketing combines both analytical capabilities and creativity, preparing students for job opportunities across a range of industries.

TYPICAL POSITIONS/ CAREER PATHS

Account representative	Market manager
Customer services representative/manager	Brand/product manager
Internet marketing specialist	Market research specialist
Business development officer	Purchasing agent
	Consumer affairs
	Merchandising
	Inside sales
	Research analyst
	Retail manager
	Sales representative
	Marketing assistant

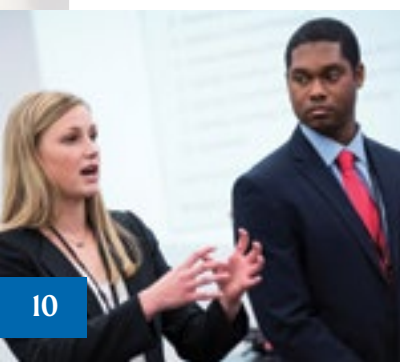
\$54K
MEDIAN STARTING SALARY

97%
OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

2024–25 employment data for marketing BSB graduates



[VIEW MARKETING
DEGREE REQUIREMENTS](#)



Supply Chain Management

Learn a set of approaches to efficiently integrate the flow of materials, finances and information from suppliers, manufacturers, wholesalers, distributors, retailers and the final customer.



\$63K
MEDIAN STARTING SALARY

93%
OF STUDENTS EMPLOYED
WITHIN 1 YEAR
OF GRADUATION

*2024–25 employment data
for supply chain management graduates*



[VIEW SUPPLY CHAIN
MANAGEMENT
DEGREE REQUIREMENTS](#)

TYPICAL POSITIONS

Logistics analyst	Purchasing specialist
Material planning manager	Inventory control administrator
Operations analyst	Supply chain business analyst
Procurement manager	



KU Business:

A community that powers careers

KU Business Career Services gives students an advantage in the competitive job market by combining career advising with a professionalism program that includes required coursework, experiential learning, and professionalism points earned through activities outside the classroom.

►► Learn more at business.ku.edu/professionalism



KU Business Professionalism Coursework

- BUS 110** **Introduction to Professionalism**
» Lay the groundwork for personal and professional development.
- BUS 210** **Career Management and Planning**
» Connect with a career advisor, set career goals and develop your resume and interviewing skills.
- BUS 230** **Introduction to Professions in Business**
» Explore careers and career-related topics in various business disciplines.

PLUS: Complete four competency badges by earning points through events, workshops, certifications, experiential learning (such as an internship or research), and other career-building activities

The Business Career Services team provides career support and guidance to undergraduate KU Business students. From internships and career fairs, to career advising and mentoring, you'll learn how to define and meet your career objectives.

CAREER RESOURCES

- Access to internship and job listings on Handshake
- Career coaching
- Employer-led mock interviews
- Interview tips and advice
- KU Business Mentoring Program
- Networking opportunities
- Resume reviews

CAREER EVENTS

- Annual Business and Accounting Career Fairs
- Year-round career-exploration programming

TOP COMPANIES HIRING

FROM THE KU SCHOOL OF BUSINESS
(internships and full-time positions)



TOP POST-GRADUATION LOCATIONS FOR KU BUSINESS UNDERGRADS

- KANSAS CITY METRO
- KANSAS (Various cities)
- CHICAGO
- TEXAS (Various cities)
- MINNESOTA (Various cities)

List inclusive of BSB and MAcc



International opportunities



Global Business Studies fosters student access to study abroad, international internships, and programs dedicated to connecting them to the broader world of business opportunity.

The School of Business also offers students the following opportunities to explore the international dimensions of business while developing valuable skills demonstrating competency in international business:

- Co-major in international business
- Minor in international business

WHERE CAN KU BUSINESS TAKE YOU?

Visit business.ku.edu/study-abroad to view programs.

Argentina	Germany	Peru
Australia	Hong Kong	Scotland
Austria	India	Singapore
Belgium	Ireland	Slovenia
Brazil	Israel	South Africa
Canada	Italy	South Korea
China	Japan	Spain
Costa Rica	Jordan	Sweden
Czech Republic	Lithuania	Thailand
Denmark	The Netherlands	United Arab Emirates
England	New Zealand	Vietnam
France	Panama	Wales

Ask your advisor to incorporate study abroad into your four-year plan; program availability subject to change

TYPES OF PROGRAMS

Short-term (Summer/Winter Break)	Semester or academic year programs
Summer Language Institutes	International internships

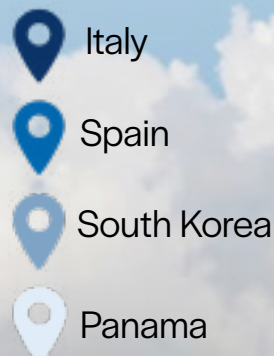
**OVER
30%**
OF 2025-26 KU BUSINESS
GRADUATING CLASS
PARTICIPATED
IN STUDY ABROAD

485

KU BUSINESS STUDENTS
STUDIED ABROAD DURING
2025-26 ACADEMIC YEAR

includes graduate students

POPULAR KU BUSINESS STUDY ABROAD LOCATIONS



Entrepreneurship

Whether students want to launch a new venture, already have their own venture, or just have an interest in entrepreneurship, the KU School of Business is the destination for students wanting to develop their entrepreneurial competency.

ACADEMIC PROGRAMS

Certificate in Entrepreneurship

Build foundational entrepreneurship skills

- 3 courses (9 total credit hours)
- 4 activity points: Earn by participating in entrepreneurship co-curricular activities
- Complete final reflection

Minor in Entrepreneurship

Take a deeper dive into developing entrepreneurial competency

- 6 courses (18 total credit hours):
3 required + 3 electives

EXPERIENTIAL LEARNING PROGRAMS

Boundless Creativity

- Led by school's Innovator-in-Residence
- Fosters creativity, problem-solving, and critical thinking through weekly sessions

The Catalyst

- Provides students opportunities to work out ideas and venture plans through cohort-based collaboration
- Comprises three stages in which students either receive an award or are paid to develop their ventures; as students progress through stages, they also learn to serve as entrepreneurial guides to future cohorts

Entrepreneur-in-Residence

- Gain skills and knowledge from experienced entrepreneur to operationalize new venture ideas
- Focuses on financial acumen and business modeling



KU Entrepreneurship Hub

A new home for hands-on entrepreneurial learning at KU

- Operated by the KU School of Business and open to students from all majors
- Designed for experiential learning, collaboration and venture development
- Features three floors of spaces for ideation, pitching, events, content creation and connection
- Opening fall 2027 as part of KU's growing entrepreneurship ecosystem

Jayhawk Consulting

- Gain hands-on learning while providing services to Kansas businesses
- Working with a faculty advisor, provide advisory and consulting services to clients from the Lawrence community and region

RedTire (Redefine your Retirement)

- Economic development initiative addressing shuttering of viable small- and medium-sized Midwest businesses
- Matches entrepreneurs with business owners looking to retire
- Offers experiential learning opportunities to students — student interns assist the director with the day-to-day operation of the program.



MORE ABOUT
ENTREPRENEURSHIP
PROGRAMS



Transform your ambition into opportunity

The KU School of Business offers students with different backgrounds and interests opportunities to become involved in leadership and development programs tailored for their specific needs.

Apply now as an incoming freshman

DEAN'S BUSINESS FELLOWS PROGRAM

Selective cohort-based experience that helps incoming freshmen start strong and grow through an enhanced first-year curriculum and hands-on learning.

- \$1,500 one-year scholarship
- Dedicated academic and career advising
- Priority access to short-term study abroad programs

Eligibility to apply

- High school senior directly admitted to KU School of Business
- One of eight business majors indicated on KU application
- 3.7+ HS GPA (official or unofficial)
- ACT of 27+ or SAT of 1260+ (official test scores)

More info at
business.ku.edu/business-fellows

Apply later as a KU Business student

JACK DICUS BUSINESS HONORS PROGRAM

- Business Honors courses
- Experiential learning events
- Access to Business Honors network
- Business Honors lounge in Capitol Federal Hall
- Eligibility to graduate with Business Honors designation

Eligibility to apply

- Students must have completed at least one semester at KU
- 3.7+ overall GPA

MORE PROGRAM
INFORMATION:



Apply later as a KU Business student

ACCOUNTING SCHOLARS

- \$2,000 scholarship for program course tuition, provided by sponsor KPMG
- Advanced job search skill development
- Mentorship with accounting alumni
- Hands-on learning experiences

Eligibility to apply

- Second- or third-year student
- 3.5+ overall GPA
- Interest in pursuing accounting career
- Exceptional initiative and leadership ability
- Willingness to commit to 12-month participation in program

MENTORED SCHOLARS PROGRAM IN BUSINESS (MSP-B)

- \$2,000 scholarship annually
- Alumni and faculty mentorship
- Individual and group meetings
- Professional networking opportunities
- Social programming

Eligibility to apply

- First-generation undergraduate student (neither parents/guardians have bachelor's degree)
- Financial need based on Pell-eligibility
- Completion of one term at KU with successful completion of 3 credit hours
- In academic good standing
- Meeting Satisfactory Academic Progress (SAP)

JENNETT FINANCE SCHOLARS PROGRAM

- \$2,000 scholarship
- Exclusive trips to financial institutions in New York City and Chicago
- Finance summer internship preparation
- Bloomberg Market Concepts certification

Eligibility to apply

15–20 finance majors admitted each year

- 3.5+ overall GPA
- Interest in pursuing finance career
- Exceptional initiative and leadership ability
- Willingness to commit to 3-semester participation in program

BUSINESS LEADERSHIP PROGRAM

Provides paths and peers to help talented student leaders prepare to lead in their communities and professions

- \$3,000 scholarship eligibility
- Specialized leadership development curriculum

Eligibility to apply

Beginning fall 2027, eligible first-year students directly admitted to school may apply during their first semester through a competitive process, with the three-semester program starting spring of freshman year. Applications will not open before fall 2027.



Student Involvement

Find your community and shape your future by joining a student club or organization that matches your interests.



UNDERGRADUATE BUSINESS COUNCIL

Represents the student body and promotes a culture of engagement and inclusion, and acts as student leaders within the school. The UBC also provides funding and support to its member student organizations.

JCAFÉ

A student-run coffee shop in the School of Business owned by the UBC. Proceeds are used to fund UBC member organizations and promote student involvement.

BUSINESS STUDENT CLUBS + ORGANIZATIONS

Analytics and Information Systems Club
Blockchain Institute
Case Competition Club
Consulting Club
DECA
Entrepreneurship Club
Finance Club
Global Business Club
Hispanic Business Student Association
Human Resource Management Club

Insurance Club
Fashion Business Organization
Marketing Club
Rock Chalk Investment Club
Real Estate Club
Sales Club
Supply Chain Management Club
Women's Business Club
Women in Finance

BUSINESS HONOR SOCIETIES + PROFESSIONAL FRATERNITIES

Alpha Kappa Psi
Beta Alpha Psi
Beta Gamma Sigma
Delta Sigma Pi
Gamma Iota Sigma



Visit us!

Tour KU's campus, visit Capitol Federal Hall and learn more about what it means to be a Business Jayhawk.

Set up a visit at:

business.ku.edu/visit-us

Meet our
student
ambassadors



KU THE UNIVERSITY OF
KANSAS
School of Business



The University of Kansas prohibits discrimination on the basis of race, color, ethnicity, religion, sex, national origin, age, ancestry, disability, status as a veteran, sexual orientation, marital status, parental status, gender identity, gender expression, and genetic information in the university's programs and activities. Retaliation is also prohibited by university policy. The following person has been designated to handle inquiries regarding the nondiscrimination policies and procedures and is the Title IX Coordinator for all KU and KUMC campuses: Associate Vice Chancellor for the Office of Civil Rights and Title IX, civilrights@ku.edu, Room 1082, Dole Human Development Center, 1000 Sunnyside Avenue, Lawrence, KS 66045, 785-864-6414, 711 TTY. Reports can be submitted to the Title IX Coordinator by visiting the following website: civilrights.ku.edu/how-report



KU

THE UNIVERSITY OF KANSAS

School of Business

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