



April 12, 2021

Dr. Michael Baumgartner
Executive Director
Coordinating Commission for
Postsecondary Education
140 N. 8th Street, Suite 300
Lincoln, NE 68509

Dear Michael:

Enclosed is a copy of the proposal to create the Bachelor of Science in Business Administration in Law and Business in the College of Business at UNL. The proposal was approved by the Board of Regents at the April 9, 2021 meeting. Also enclosed is the Proposal for New Instructional Program Form 92-40.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Susan M. Fritz".

Susan M. Fritz, PhD
Executive Vice President and Provost

Enclosures

c: Chancellor Ronnie Green
Executive Vice Chancellor Elizabeth Spiller
Dean Kathleen Farrell, College of Business
Vice Provost David Jackson

**COORDINATING COMMISSION
FOR POSTSECONDARY EDUCATION**

140 N. 8th Street, Suite 300
Lincoln, NE 68508

Telephone: (402) 471-2847
FAX: (402) 471-2886

PROPOSAL FOR NEW INSTRUCTIONAL PROGRAM
Form 92-40

SECTION I

Institution Submitting Proposal: University of Nebraska-Lincoln

Title of Program: Law and Business

CIP Code: 22.9999

Organizational Unit in which program will be located:

College of Business

Name of contact person in the event additional information is needed: Dr. Susan M. Fritz

Telephone: 402-472-5242

Degree, Diploma, or Certificate to be offered (use separate submittal for each level):

Bachelor of Science in Business Administration in Law and Business

Proposed date to initiate program: When approved by the Coordinating Commission

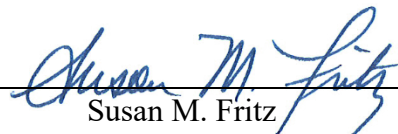
List the location(s) where this program will be offered: UNL

If the program has a projected ending date, please so indicate:

Date approved by Governing Board: April 9, 2021

(Attach all documents related to this proposal upon which the Governing Board made its decision to approve the proposal.)

Chief Executive Officer's or other Authorized Officer's signature: _____


Susan M. Fritz

TO: The Board of Regents Addendum XI-A-6
Academic Affairs Committee

MEETING DATE: April 9, 2021

SUBJECT: Creation of the Bachelor of Science in Business Administration in Law and Business in the College of Business at the University of Nebraska-Lincoln

RECOMMENDED ACTION: Approval to create the Bachelor of Science in Business Administration (BSBA) in Law and Business in the College of Business at the University of Nebraska-Lincoln (UNL)

PREVIOUS ACTIONS: The Bachelor of Science in Business Administration at UNL was established prior to modern records of Board approvals.

EXPLANATION: The proposed undergraduate, 120-credit hour Law and Business major will provide students with the legal knowledge and critical thinking skills necessary to become future business leaders. By understanding how the law works and how lawyers think, business executives can work more effectively with their legal counsel(s) to develop business strategies, maximize emerging business opportunities, and minimize potential legal risks. Combining business knowledge with an in-depth understanding of law, the judicial system, the legislative process, and the regulatory environment provides a unique educational opportunity and will make graduates with the Law and Business major marketable and attractive to a wide range of employers.

The Law and Business major is not intended to replace the University's Pre-law program. Instead, it is designed for students who are not interested in becoming a lawyer but want to understand enough about the law to be successful in business.

This proposal has been reviewed by the Council of Academic Officers; it also has been reviewed by the Academic Affairs Committee.

PROGRAM COST: \$8,000 for Year 1; \$178,000 over five years

SOURCE OF FUNDS: Tuition and fees

SPONSORS: Elizabeth Spiller
Executive Vice Chancellor and Chief Academic Officer

Ronnie D. Green, Chancellor
University of Nebraska-Lincoln

RECOMMENDED: /s/ Susan M. Fritz
Executive Vice President and Provost

DATE: March 5, 2021



January 20, 2021

Susan Fritz, Executive Vice President and Provost
University of Nebraska
3835 Holdrege Street
Lincoln, NE 68583-0743

Dear Susan,

I am forwarding materials related to a proposal from the College of Business and the College of Law to establish the Law and Business BSBA program to be administered by the College of Business.

This program is not intended to be a replacement for the pre-law program, but instead provide a program for students interested in law outside the liberal arts and in broad areas of business; to provide students with the legal knowledge and critical thinking skills necessary to become future business leaders. There are adequate existing resources, and sufficient number of qualified faculty available to support the program.

This proposal has the approval of the Executive Vice Chancellor, Deans of the Colleges of Business and Law, and the Academic Planning Committee. I support this proposal and recommend it to you for approval.

Sincerely,

A handwritten signature in black ink that reads "Ronnie D. Green".

Ronnie D. Green, Ph.D.
Chancellor

- c: Kurt Geisinger, Chair, Academic Planning Committee
- Kathy Farrell, Dean, College of Business
- Richard Moberly, Dean, College of Law
- Mike Zeleny, Associate to the Chancellor and APC Secretary
- Renee Batman, Assistant Vice Chancellor, Academic Affairs
- Suzi Tamerius, Project Coordinator, Academic Affairs
- Karen Griffin, Coordinator of Faculty Governance

University of Nebraska-Lincoln

New Undergraduate Major or Degree

I. Descriptive Information

Name of Institution Proposing New Major or Degree
University of Nebraska-Lincoln
Name of Proposed Major or Degree
Law and Business Major
Degree to be Awarded to Graduates of the Major
Bachelor of Science in Business Administration
Other Majors or Degrees Offered in this Field by Institution
None
CIP Code <i>[IEA can help with CIP codes or browse here: http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55]</i>
22.9999 (Legal Professions and Studies – Other) ¹
Subject Code
N/A
Administrative Units for the Major or Degree
College of Business
Proposed Delivery Site
College of Business
Program will be Offered <i>[full program, not individual courses]</i>
<input checked="" type="checkbox"/> On-campus only <input type="checkbox"/> Distance only <input type="checkbox"/> Both (on-campus and distance)
Date Approved by the Governing Board
Pending
Proposed Date the New Major or Degree will be Initiated
Upon approval by the Coordinating Commission

¹ Due to the unique nature of the proposed new major, there is not a CIP Code that aligns closely with the major. The Colleges of Business and Law believe that the best indication of market demand for the proposed major is more closely aligned with the job market for so-called “J.D. Advantage jobs,” which do not require a Juris Doctorate degree, but which require some familiarity with the legal system and government regulation.

II. Details

Purpose of the Proposed Law and Business Major

Business leaders today need strong strategic thinking, risk analysis, and complex problem-solving skills to be successful. Leaders in business also need to understand how the law can create new business opportunities or adversely impact a business. The proposed Law and Business major will provide students with the legal knowledge and critical thinking skills necessary to become future business leaders. By understanding how the law works and how lawyers think, business executives can work more effectively with both inside and outside legal counsel to develop business strategies, maximize emerging business opportunities, and minimize potential legal risks. Combining business knowledge with an in-depth understanding of law, the judicial system, the legislative process, and the regulatory environment provides a unique educational opportunity and will make graduates with the Law and Business major marketable and attractive to a wide range of employers.

The Law and Business major is not intended to replace the University's Pre-law program. Instead, it is designed for students who are not interested in becoming a lawyer but want to understand enough about the law to be successful in business. Students who are interested in pursuing a law degree may be interested in completing the 12-credit hour law and business minor already offered through the College of Business, but most pre-law students would not be interested in completing the forty-four credit hours of supporting business coursework required for the Law and Business major.

Overview of the Proposed Law and Business Major

In the Spring of 2018, the UNL College of Business and the UNL College of Law partnered to create a new undergraduate minor in Law and Business housed at the College of Business, with the first courses offered in Fall of 2018. To obtain the minor, students must complete a series of four courses, all taught by College of Law faculty. Historically, business law classes included in the College of Business core requirements have been housed in the School of Accountancy, so the courses in the Law and Business minor are also housed there. Two of the courses in the minor are taught during the fall semester, and two courses are taught during the spring semester. Enrollment in the four required minor courses is open to students in any major and has experienced steady enrollment growth each semester. In 2020-21, average enrollment in the four minor courses is 47 students, with each course section having a total capacity of 80 students. As of February 2021, 103 students were enrolled in the Law and Business minor.

It is important to note that, due in part to the pre-existing minor in Law and Business, minimal additional resources are required to create the Law and Business major. The major incorporates the four courses included in the minor plus other pre-existing courses taught in the management, finance, political science, psychology, and criminal justice departments. Students in the Law and Business major must take five required courses (the four law courses plus a negotiating and conflict management course) and three elective courses. The elective courses allow students to focus their studies by selecting a specific area of expertise that aligns with their interests and professional goals, such as international law, employment law, real estate finance and law, environmental law, or civil liberties law.

Students in the proposed Law and Business major must also take business foundation and core coursework that is required for all College of Business majors. This coursework includes courses in micro- and macroeconomics, accounting, statistics, finance, marketing, business analytics and information analysis, operations and supply chain management, and business strategy.

What makes the proposed Law and Business Major a unique educational opportunity is the program's combination of the study of business with the study of law.

Other possible competing programs at other institutions lack this specific focus on the integration of law with business. Such programs omit the study of business and either combine law with the study of liberal arts or focus solely on legal studies without the corresponding business context.

A. Description of the Proposed Major or Degree:

Learning outcomes:

1. Understand the three major areas of the common law (torts, contracts, and property).
2. Understand the civil and criminal justice system and key legal concepts that frame the operations of these systems.
3. Learn about legislation, the sources of governmental policy and the considerations that go into legislative and administrative policymaking.
4. Learn how business leaders can intervene and influence the legislative and regulatory process.
5. Examine the relationships between corporate governance, risk, and compliance and identify the common features of effective compliance programs for business.
6. Analyze how laws, regulations, and the legal process impact business.
7. Develop leadership skills of strategic thinking, risk analysis and complex problem solving
8. Identify conflict situations, apply appropriate negotiation techniques, and evaluate negotiated outcomes.

Admission Criteria

The Law and Business major is offered through the College of Business. Students in all College of Business majors are required to take a common set of foundation and business core courses. In order to enroll in these courses, students must meet stated prerequisites. For example, to register for Business Intermediate Core courses, students must have at least a 2.5 cumulative GPA and have completed MATH104 (Applied Calculus), ACCT201 and ACCT202 (Principles of Accounting I and II), ECON211 and ECON212 (Macroeconomics and Microeconomics), BSAD220 (Business Writing, and ECON215 (Statistics). In addition, each of the four required law courses for the Law and Business Major (BLAW375, BLAW376, BLAW377, BLAW378) have a prerequisite of at least junior standing and a minimum GPA of 3.25.

Degree Requirements

Students in the Law and Business major will complete the foundation and business core classes required for all College of Business majors. In addition, students in this major will complete an additional 24 credit hours of Law and Business major coursework. This includes a 15-credit hour set of required core course in the major, which provide coverage of the common law, the civil and criminal litigation process, corporate compliance, the legislative and regulatory policymaking process, and negotiating and conflict management. Students are also required to complete nine credit hours (3 courses) of elective coursework in the major, selected from a list of twelve options. All of the elective course options are existing courses.

If approved, the Law and Business major would become the eleventh major offered in the College of Business. The majority of these majors require either 21 or 24 credit hours of major-specific coursework, in addition to the required foundation and business core classes.

Course Number	Major/Degree Credit # Credit Hours
<u>College of Business Foundation Courses</u>	
BSAD111, BSAD222, BSAD 333, BSAD444 (Career Prep Courses)	4
ECON211 (Principles of Macroeconomics)	3
ECON212 (Principles of Microeconomics)	3
ACCT201 (Principles of Accounting I)	3
ACCT202 (Principles of Accounting II)	3
ECON215 (Statistics)	3
BSAD220 (Business Writing)	3
BSAD50 (Business Computer Applications)	0
BSAD250 (Spreadsheet Analytics)	1
Total Foundation Credit Hours	23
<u>College of Business Intermediate Core Courses</u>	
BLAW371 (Legal Environment) or BLAW372 (Business Law I)	3
MNGT301 (Principles of Management)	3
MRKT341 (Principles of Marketing)	3
FINA361 (Finance)	3
SCMA350 (Business Analytics/Information Analysis)	3
SCMA331 (Operations and Supply Chain Management)	3
Total Business Intermediate Core Credit Hours	18
<u>Law and Business Major Core Requirements:</u>	
BLAW375 – The Legal System, Lawyers, and the Common Law	3
BLAW376 – Civil and Criminal Litigation	3
BLAW377 – Introduction to Corporate Compliance	3
BLAW378 – Legislation and Regulation	3
MNGT412 – Negotiating and Conflict Management	3
<u>Electives in the Major: Choose 3 courses</u>	9
AECN357 – Natural Environment and Resource Law	
CRIM475 – International Criminology and Criminal Justice	

CRIM478 – White Collar Crime	
FINA382 – Real Estate Principles and Practice	
MNGT466 – Regulatory Environment for Employment and Labor	
POLS345 – Courts, Judges and Lawyers	
POLS441 – Constitutional Law	
POLS442 – Civil Liberties: Freedom of Expression and Conviction	
POLS443 – Civil Liberties: Issues of Fairness and Equality	
POLS469 – International Law	
POLS470 – International Human Rights	
PSYC401 – Psychology and Law	
Total Major Credit Hours	24
Communications and Math Requirements	9
Achievement Centered Education (ACE) Requirements not met by business coursework	12
General Electives	34
Total Credit Hours for Degree	120

Advising

The College of Business uses a professional advising staff housed in the Business Advising and Student Engagement (BASE) Office to advise students. Advisors will be trained on the requirements for this new major. In addition, trained career coaches in the College’s Business Career Center can advise students on the employment opportunities available to students with this major.

Accreditation

There are no national standards or accreditations for this major. The College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

III. Review Criteria

A. Centrality to UNL Role and Mission

Central tenets of UNL’s Role and Mission include contributing to Nebraska’s diverse future workforce, and fostering innovative, interdisciplinary endeavors that solve challenges critical to Nebraska and the world.

The proposed Law and Business major is a multidisciplinary major utilizing courses developed and taught by the College of Law, the College of Arts and Sciences and the College of Business. The major equips students to solve critical challenges by combining business knowledge with an understanding of how legal principles and frameworks and the regulatory environment affect

business. In addition, students in this major will develop analytical and complex problem-solving skills that will help them to solve critical challenges in business.

B. Relationship of the proposal to the NU Five-Year Strategy

[The Board of Regents requires language about the relationship of the proposal to the NU Five-Year Strategy. That document is available at the NU website <https://nebraska.edu/five-year-strategy>.]

1. The NU Five-Year Strategy emphasizes quality academic programs, workforce and economic development and strategic partnerships. The Law and Business major will help the University of Nebraska to achieve these goals by training graduates in skill sets that are highly valued in the business environment. The College of Business Dean's Advisory Board is comprised of representatives from many of the state's largest and most influential businesses, along with representatives from top companies nationwide. We have consulted with these business and industry leaders to construct a major that satisfies the need for mid-level and senior managers with strong business skills who also understand the legal ramifications and regulatory constraints associated with common business decisions such as hiring and terminating employees, negotiating contracts, and maximizing emerging business opportunities. According to our Advisory Board members and other leaders of large Nebraska companies, there is a shortage of workers who can critically analyze a problem and come up with a solution that maximizes value while minimizing risk factors. By combining business training with legal knowledge, the Law and Business major will prepare graduates to fill these critical roles. Further evidence of employer support for the Law and Business major is provided in the letters of support from Angie Muhleisen, President and CEO of Union Bank and Trust; Jon Panzer, Senior Vice President of Strategic Planning at Union Pacific; Matt Williams, Nebraska Senator and Chairperson of the Banking, Commerce and Insurance Committee and Jeff Noordhoek, CEO of Nelnet.

This major also creates a strategic partnership between the College of Law and the College of Business. Having College of Law faculty teach the core courses in the major provides a unique educational experience for students.

C. Consistency with the Comprehensive Statewide Plan for Post-Secondary Education

[Nebraska's statewide goals/plan can be found here:

<https://ccpe.nebraska.gov/sites/ccpe.nebraska.gov/files/COMP%20PLAN-updated%20October%202018.pdf>

The Coordinating Commission for Postsecondary Education (CCPE) Comprehensive Statewide Plan for Post-Secondary Education states that "Each postsecondary institution will fulfill its role and mission with distinction by being responsive to changing academic, workforce, societal, economic, cultural, and community development needs. Together, Nebraska's postsecondary institutions will provide access to educational opportunities that meet the diverse needs of students and citizens; create environments that foster student success; position Nebraska to excel in the global economy; and exercise careful, creative, and cooperative stewardship of available resources."

The Law and Business major is responsive to changing workforce needs and will help to position Nebraska to excel in the global economy. The new major will also provide a distinctive major that can be marketed to attract both in-state and out-of-state students, thereby increasing the State's workforce. While there are many paralegal education programs, and a substantial number of business programs with concentrations or specializations in legal studies, there are

very few undergraduate law-focused programs. Most of the existing undergraduate law programs are housed in Colleges of Arts and Science or in Schools of Government and Public Policy, and do not include substantial business coursework. Our multidisciplinary law and business major will be distinctive in this space. This unique program, combined with the strong reputation and rankings of the UNL College of Business among undergraduate business programs, will allow us to attract out-of-state students who may not otherwise choose to come to Nebraska and to keep talented Nebraska students in the state.

D. Evidence of Need and Demand

1. Need:

Evidence of need and employment market demand for the proposed Law and Business major is indicated by several sources. First, a review of employment data from the University of Nebraska-Lincoln College of Law shows that 40% of College of Law graduates in recent years accept job offers for positions that do not require a Juris Doctorate degree but do require some familiarity with the legal system and government regulation. These jobs tend to be in heavily regulated industries, such as financial services and health care. Examples of job titles for these positions include: Legal and Compliance Global Risk Manager; Data Privacy Compliance Manager; Policy Analyst; Intellectual Property Specialist; Contracts Negotiator; Government Relations Manager; Regulatory Analyst; Export and Legal Compliance Specialist; Medical Regulation and Reimbursement Manager and Corporate Compliance Manager.

Further evidence of employment market demand comes from an Indeed.com search for jobs requiring legal knowledge. Many of these jobs are in growing fields such as regulatory compliance, human resources, accounting, contracts and procurement, technology consulting, policy analysis, environmental regulation, health care, financial services and securities regulation, and real estate development.

- Entry-level positions in regulatory compliance-related jobs had over 19,000 listings on Indeed.com in October of 2019, with over 74,000 total listings for both entry-level and experience-required positions.
- A substantial number of entry-level positions were also found for contract and policy analysts in government and corporate settings.

More evidence comes from a preliminary external review of job market demand completed by Eduventures Research in January of 2020. Based on Nebraska labor data estimates for jobs over the next 10 years, Eduventures predicts a 6.6% increase in jobs for compliance officers (national average increase of 7.4%); a 6.5% increase in jobs for purchasing managers (national average increase of 5.2%); and a 15.1% increase in jobs for property, real estate, and community association managers (national average increase of 9.7%). In the regional job market including Nebraska, Kansas, Colorado, Illinois, Iowa, Minnesota, Missouri, South Dakota, and Wyoming, demand is also strong, with a predicted 9.4% increase for compliance officers, a 4.5% increase for purchasing managers, and an 11% increase for property, real estate, and community association managers.

As discussed in the overview, the Colleges of Business and Law believe that the combination of the study of business with law in the proposed major is distinctive and therefore any external demand study based on CIP codes will not accurately reflect demand for the major. A preliminary external review of student demand for this major was completed by Eduventures Research in January of 2020. This review was based on CIP Codes 22.0000

(Legal Studies, General), 22.0001 (Pre-Law Studies); 52.0201 (Business Administration and Management, General).

The Eduventures CIP code analysis shows weaker demand for Legal Studies, General and Pre-Law Studies, and much more robust demand for Business Administration and Management, General. Legal Studies and Pre-Law Studies do not align with the nature of the proposed major which combines an intensive study of business with the study of law. The strength of demand indicated in the third CIP code is more reflective of the market for the proposed major.

2. Demand:

The Colleges of Business and Law first offered courses in the Law and Business minor in Fall of 2018. We have seen strong interest in this minor, with 103 students currently enrolled in the minor. Approximately 54% of the students in the minor are from outside of the College of Business. We anticipate that the Law and Business major will be a distinctive major that will attract students from outside of the state and retain Nebraska high-school graduates in the state. It will also be an attractive second major for College of Business students.

This major does not require the creation of additional coursework, as the required law courses have already been created for the Law and Business minor and the College of Law has already assigned faculty to teach each of these courses on an in-load basis. Elective courses in the major are also existing courses.

The predicted enrollments over the next five years are outlined below. The numbers represent total enrollment for each year leading up to total enrollment of 70 students by year five. The distribution of resident and non-resident is based on the historical distribution of students in the College of Business. In addition to attracting new students, we anticipate that the Law and Business major will be a popular second major or second degree and that incremental revenues will be associated with the additional required coursework. However, to provide a conservative estimate of revenue, Table 2 is based only on estimates of revenue from new students to UNL.

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Enrollment Projections	20	30	50	60	70
New UNL Students:					
Resident	3	4	7	8	9
Non-Resident	1	2	3	4	5
Existing UNL students who declare a second major or second degree					
Resident	11	16	27	32	37
Non-Resident	5	7	13	16	18

E. Avoidance of Unnecessary Duplication

Unique Curricular Characteristics of the Proposed Law and Business Major:

Two curricular characteristics make the proposed Law and Business major unique as compared with all other legal studies programs in Nebraska. First, the four core doctrinal law courses that form the heart of the program were designed and are taught by law school faculty from the University of Nebraska-Lincoln College of Law. These four core courses provide in-depth coverage of the Common Law (Contracts, Torts, and Property), Civil and Criminal Procedure, Legislation and Regulation, and Corporate Compliance, with an emphasis on business applications of the law, leadership skills, risk analysis, and complex problem-solving. The creation of these four courses by law school faculty specifically for undergraduate students interested in business, coupled with instruction from College of Law faculty members, provide a unique educational experience for undergraduate students. No other program in Nebraska offers original, in-depth courses focused specifically on business applications of the law that were developed and are taught by law school faculty members.

Second, the proposed Law and Business major requires all students to complete the same foundational coursework in business subject areas that is required for all students graduating from the University of Nebraska-Lincoln College of Business with the Bachelor of Business Administration degree. Thus, students in the proposed Law and Business major must take 23 credit hours of College of Business Foundation Courses in areas such as accounting, economics, statistics, and business writing, and further must take 18 credit hours of College of Business Intermediate Core Courses in areas such as management, marketing, finance, business analytics, and operations and supply chain management. In contrast with this rigorous foundation in business subject areas, other legal studies degree programs in Nebraska require foundational coursework in the liberal arts, with the resulting degree being a Bachelor of Arts degree.

Comparative Analysis of Paralegal Studies/ Minor Programs in Nebraska

Metropolitan Community College in Omaha offers a two-year paralegal studies program, and College of St. Mary in Omaha offers a four-year degree in paralegal studies. Nebraska Wesleyan University in Lincoln offers a legal studies minor in Political Science, with core requirements consisting of two political science courses and one philosophy course, plus an additional 9 hours of elective courses. None of these programs provide a business-focused foundational curriculum coupled with in-depth courses in the Common Law, Civil and Criminal Procedure, Legislation and Regulation, and Corporate Compliance taught by law school faculty members.

In the State of Nebraska, one university and one college offer undergraduate programs in legal studies that are not paralegal training or political science-oriented programs. The College of Business Administration at the University of Nebraska – Omaha (UNO) offers an optional Concentration in Legal Studies as part of its Major in Business Administration. At Chadron State College (CSC), the Justice Studies Department offers a Bachelor of Arts Degree in Legal Studies. As explained below, the proposed Law and Business major is distinctly different from these other programs.

Comparative Analysis of the Proposed Law and Business Major with the UNO Concentration in Legal Studies

The proposed Law and Business major is distinguishable from the UNO Concentration in Legal Studies because:

- 1) The proposed Law and Business major requires students to complete 12 credit hours of in-depth doctrinal courses, taught by law school faculty members, on the Common Law, Civil and Criminal Procedure, Legislation and Regulation, and Corporate Compliance, with an emphasis on business applications, leadership skills, risk analysis, and complex problem solving. In contrast, the UNO Concentration in Legal Studies requires only two 3-credit courses on ethical and legal applications and problems in law and society, both of which are taught by undergraduate faculty members.
- 2) The proposed Law and Business major requires students to complete an additional nine credit hours of elective courses in other specific doctrinal areas of the law. In contrast, the UNO Concentration in Legal Studies requires students to complete only six credit hours of elective courses. The list of elective courses for the proposed Law and Business major consists of twelve doctrinal courses, and further allows students to tailor their degree to their individualized interests in the sub-areas of Domestic Compliance (e.g., courses in natural environment and resource law, real estate, labor and employment law, and white collar crime), International Law (e.g., courses in international law, international criminal law, and international human rights law) or Public Law (e.g., courses in constitutional law, freedom of speech, and due process and equal protection). In contrast, the list of elective courses for the UNO Concentration in Legal Studies contains a total of seven courses, with four of these seven courses focusing on the skills of persuasive speaking, interpersonal conflict, technical writing, and managerial negotiation strategies. The remaining three elective course options for the UNO Concentration are courses in real estate law, human resources management, and a business law seminar.
- 3) The proposed Law and Business major is its own unique degree program, whereas the UNO Concentration in Legal Studies is ancillary to obtaining a degree in Business Administration.

Comparative Analysis of the Proposed Law and Business Major with Chadron State College's Legal Studies Major

The proposed Law and Business major is distinguishable from the Chadron State College Legal Studies major because:

- 1) The proposed Law and Business major is a Bachelor of Business Administration degree that requires all students to complete 23 credit hours of foundational coursework in business subject areas, plus an additional 18 credit hours of intermediate core business courses. In contrast, the Chadron State College Legal Studies major is a Bachelor of Arts degree, based in the Justice Studies Department, with foundational courses that emphasize the liberal arts.
- 2) The proposed Law and Business major requires students to complete 12 credit hours of in-depth doctrinal courses, taught by law school faculty members, on the Common Law, Civil and Criminal Procedure, Legislation and Regulation, and Corporate Compliance, with an emphasis on business applications, leadership skills, risk analysis, and complex problem solving. In contrast, the courses required for the Chadron State College Legal Studies major

are not taught by law school faculty members and do not focus specifically on business applications of the law. Instead, the Legal Studies major is a pre-law oriented degree program that surveys a broad range of legal fields.

- 3) The UNL College of Business has a national reputation and attracts students from across the United States and internationally. UNL is conveniently located near major population centers in Nebraska.

Other National Programs

In addition to the programs in the State of Nebraska discussed above, other undergraduate degree programs offered at other major universities include the following:

- University of Arizona – started in 2014 – Bachelor of Arts in Law through the School of Government and Public Policy. Online degree program with over 700 majors (many international students)
- UC-Berkeley – Bachelor of Arts in Legal Studies through the College of Letters and Sciences – approximately 120 majors
- University of Wisconsin-Madison – Bachelor’s degree in Legal Studies through College of Letters and Sciences – approximately 125 majors
- University of Massachusetts Amherst – Bachelor’s degree in Legal Studies through the Political Science Department – approximately 115 majors

While these programs offer legal coursework at the undergraduate level, they are all rooted in the liberal arts and aimed at pre-law students.

F. Adequacy of Resources:

1. Faculty/Staff

Additional faculty resources will only be needed if the number of majors or minors exceeds 160. The four required law courses in the major will be taught with a capacity of 80 students. If students complete one of the required law courses per semester, up to 160 students could be accommodated using existing law faculty resources. If enrollment exceeds 160 students, tuition resources will be available to fund staffing of additional course sections.

As discussed above, in addition to the major coursework, students in the Law and Business major will also have to complete core and foundational courses required for all business students. These courses are taught by faculty in the College of Business. An enrollment analysis of the core and foundation courses indicates that the College of Business has the capacity to accommodate the anticipated increase in enrollment from additional students who would be pursuing the Law and Business major. This analysis shows that as enrollment in the Law and Business major grows, additional recitation sections of SCMA250 (Spreadsheet Analytics) and BSAD220 (Business Writing) would be required, along with an additional section of MRKT341 (Principles of Marketing) and BLAW371 (Legal Environment). The cost of adding these sections is approximately \$35,000 per year, beginning in year two.

As enrollment in the required law courses grows, the College of Law will furnish two full-time law student Teaching Assistants at an annual cost of \$8,000 to assist with grading and leading class discussion groups.

Total incremental faculty and staff resources associated with the proposed new major would be approximately \$43,000 per year, beginning in year 2.

2. Physical Facilities and Equipment

No additional facilities and equipment are necessary to support the proposed new major in Law and Business.

3. Instructional Equipment and Library Resources

No additional instructional equipment or library resources are necessary to support the proposed new major in Law and Business. The Marvin and Virginia Schmid Law Library at the University of Nebraska-Lincoln College of Law is available for use by undergraduates as well as law students. The Law Library is fully accredited by both the American Bar Association and the Association of American Law Schools. It is the largest and oldest law library in the State of Nebraska. The Law Library has access to every state and federal case, statute, and regulation ever published. The Law Library also has a robust collection of secondary materials in multiple formats (treatises, articles, and electronic). The Law Library's collection is carefully curated by a faculty of law librarians with nearly 100 years of combined library and law practice experience and is specifically designed to support the research and academic needs of faculty and students. The Law Library maintains a website at <https://law.unl.edu/library/> where resources can be accessed electronically.

4. Budget Projections: (Expense projections CCPE Table 1; Revenue projections CCPE Table 2)

The total incremental faculty and staff resources associated with the proposed new major would be approximately \$43,000 per year, beginning in year 2. These expenses will be supported by reallocated funds in the College of Business and College of Law. See CCPE Table 1.

Based on assumptions of new students and existing students, incremental gross tuition revenue from the proposed Law and Business major will be approximately \$103,226 in year 1 and will grow to \$361,290 by year 5. This includes two categories of students: new students to UNL, and current College of Business students who will double major or pursue a dual degree. The estimates for revenues associated with current UNL students is based on the number of credit hours it would take to add a second degree or a second major.

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Enrollment Projections	20	30	50	60	70
Revenue from majors who are new UNL students					
Resident	\$ 21,854	\$ 32,782	\$ 54,636	\$ 65,563	\$ 76,490
Non-resident	\$ 41,471	\$ 62,206	\$ 103,676	\$ 124,412	\$ 145,147
Incremental revenue from existing UNL students who declare a second major or second degree					
Resident	\$ 13,775	\$ 20,663	\$ 34,439	\$ 42,326	\$ 48,214
Non-resident	\$ 26,126	\$ 39,188	\$ 65,314	\$ 78,376	\$ 91,440
Total Tuition and Fee Revenue	\$ 103,226	\$ 154,839	\$ 258,065	\$ 309,678	\$ 361,290

For new students only, the total gross tuition and fee revenue will be \$63,325 in year 1 and will grow to \$221,637 in year 5 for a total of \$728,237. These estimates for revenue associated with new UNL students are what is reflected in CCPE Table 2.

IV. Letters of Support

Angie Muhleisen, President and CEO, Union Bank and Trust

Jon Panzer, Senior Vice President, Strategic Planning, Union Pacific

Matt Williams, Nebraska Senator and Chairperson of the Banking, Commerce and Insurance Committee

Jeff Noordhoek, CEO, Nelnet

UBT

Union Bank & Trust®

February 1, 2021

Kathy Farrell
Dean, College of Business
301 HLH
Lincoln, NE 68588-0490

Dear Kathy,

I am pleased to submit this letter of support for the new Law and Business major proposal in the College of Business at the University of Nebraska-Lincoln. I previously served on the Dean's Advisory Board when the College initially created the Law and Business minor which I similarly supported. Expanding the minor to also include offering a major provides students with additional opportunities to grow their knowledge of business by requiring the business foundation courses and additional major curriculum that focuses on law related issues. This expansion sends a powerful message to current and prospective students regarding the College's focus on offering leading edge programs that enhance their marketability. I anticipate that this major will prepare students for careers in various areas including financial services that need employees with an understanding of regulatory compliance, contracts, and real estate development among other related fields.

At Union Bank and Trust, we are always looking for talent within various areas that support both our personal and business customers. I believe prospective associates that have the Law and Business major would be highly competitive for positions in the areas of regulatory compliance, real estate, and human resources, among other functional areas.

If I can be a resource as you further develop this major, please let me know. I am excited about the opportunity to work with you and your future graduates.

Sincerely,



Angie Muhleisen
President & CEO

P.O. Box 82535 · Lincoln, NE 68501-2535

February 1, 2021

Kathy Farrell
Dean, College of Business
University of Nebraska-Lincoln
301 HLH
730 N. 14th Street, PO Box 880405
Lincoln, NE 68588-0405

Dear Kathy,

I'm pleased to submit this letter of support for the new Law and Business major proposal in the College of Business at the University of Nebraska-Lincoln. This new major appears to be beneficial to students in that it will better prepare them for careers in business. The curriculum includes a strong foundation in the fundamentals of business and complements that foundation with a focus on law-related issues in business. Combining business knowledge with an in-depth understanding of law, the legislative process, the judicial system, and the regulatory environment provides a unique educational opportunity and will make graduates with the Law and Business major marketable and attractive to a wide-range of employers.

I can also speak to the value of this combined degree from personal experience. While I have dual degrees in engineering and business, I find that much of my work at Union Pacific involves legal issues. The single business law course I took in graduate school was of great value, but didn't adequately prepare me for the broad range of legal topics I must navigate, including contracts, regulation, compliance, anti-trust, labor, real estate, and tax law. Looking back, I wish I had the opportunity to develop more robust legal skills while in school. Instead, I learned foundational legal concepts in a piecemeal fashion over time.

At Union Pacific, we look to hire talented students who can lead across multiple areas within our organization. The Law and Business major would make a prospective employee highly competitive for these positions.

If I can be a resource as you further develop this major, please let me know. I am excited about the opportunity to work with you and your future graduates.

Sincerely,

A handwritten signature in black ink that reads "Jon". The signature is written in a cursive, flowing style with a long, sweeping underline that extends to the left.

Jon Panzer, Senior Vice President, Strategic Planning

Nebraska State Legislature

SENATOR MATT WILLIAMS

District 36
41050 Road 762
Gothenburg, Nebraska 69138

Legislative Address:
State Capitol
PO Box 94604
Lincoln, Nebraska 68509-4604
(402) 471-2642
mwilliams@leg.ne.gov



COMMITTEES

Chairperson - Banking, Commerce
and Insurance
Vice Chairperson - Health and Human
Services
Legislature's Planning

February 8, 2021

Richard Moberly
Dean, College of Law
University of Nebraska-Lincoln
McCollum Hall
1875 N. 42nd Street
Lincoln, NE 68583-0902

Dear Dean Moberly,

I write to indicate my enthusiastic support for the proposed undergraduate Law and Business major created as a joint collaboration between the College of Law and the College of Business at the University of Nebraska-Lincoln. Combining the study of business with knowledge of how the law impacts businesses will create graduates who have a competitive edge in the workplace. Many employers operate in environments where law and regulations are an important component of business decisions and operations. College of Business undergraduates who have acquired an in-depth knowledge of the law from the law school's faculty will be attractive hires for a wide range of employers.

As you know, western Nebraska does not have an oversupply of lawyers. Businesses often must rely on their employees to identify potential legal issues and resolve them if possible, but also must know when they need to bring in outside legal counsel. Making that call requires judgment and an understanding of how the law works. Having employees with such knowledge is highly beneficial to any business organization. In that sense, the proposed Law and Business major fills an important "gap" in Nebraska's workforce. In my industry (financial services) in particular, graduates with this new major also would be highly competitive for job openings because of the strong analytical and problem-solving skills that are developed by the study of law.

If I can be of service in the future as you continue to work with the College of Business to develop this new major, please let me know. I would encourage new graduates with this major to consider the array of employment opportunities available to them in western Nebraska.

Sincerely,

A handwritten signature in cursive script that reads "Matt Williams".

Matt Williams



February 1, 2021

Kathy Farrell
Dean, College of Business
University of Nebraska-Lincoln
301 Howard L. Hawks Hall
730 North 14th Street
Lincoln, NE 68588-0490

Dear Kathy,

I'm pleased to submit this letter of support for the new Law and Business major proposal in the College of Business at the University of Nebraska-Lincoln.

As the CEO at Nelnet, this new major appears to be beneficial to students in that it will better prepare them for careers in business including roles in regulatory compliance, employment law, contracts and procurement, financial services, securities regulation, and real estate development among other related fields. The curriculum includes a strong foundation in the fundamentals of business and complements that foundation with a focus on law related issues in business. Combining business knowledge with an in-depth understanding of law, the judicial system, the legislative process, and the regulatory environment provides a unique educational opportunity and will make graduates with the Law and Business major marketable and attractive to a wide-range of employers. The elective courses allow students to focus their studies by selecting a specific area of expertise that aligns with their interests and professional goals, such as international law, employment law, real estate finance and law, environmental law or civil liberties law.

At Nelnet, we are often looking for talent across multiple areas within our organization and believe prospective employees that have the Law and Business major would be highly competitive for positions in the areas of regulatory compliance, the innovation hub, and finance among other functional areas.

If I can be a resource as you further develop this major, please let me know. I am excited about the opportunity to work with you and your future graduates.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jeffrey R. Noordhoek'.

Jeffrey R. Noordhoek



TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

UNL BSBA in Law and Business

	(FY2022) Year 1		(FY2023) Year 2		(FY2024) Year 3		(FY2025) Year 4		(FY2026) Year 5		Total
	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	Cost
Personnel											
Faculty ¹			0.4	\$34,500	0.4	\$34,500	0.4	\$34,500	0.4	\$34,500	\$138,000
Professional											
Graduate Assistants ²	0.4	\$8,000	0.4	\$8,000	0.4	\$8,000	0.4	\$8,000	0.4	\$8,000	\$40,000
Support Staff											
Subtotal	0.4	\$8,000	0.8	\$42,500	0.8	\$42,500	0.8	\$42,500	0.8	\$42,500	\$178,000
Operating											
General Operating		\$0		\$0		\$0		\$0		\$0	\$0
Equipment											
New or renovated space											
Library/Information Resources											
Subtotal		\$0		\$0		\$0		\$0		\$0	\$0
Total Expenses		\$8,000		\$42,500		\$42,500		\$42,500		\$42,500	\$178,000

¹ Estimated temporary faculty expenditures to support core business foundation courses, based on enrollment predictions. Funded by reallocation of resources from the College.

² Two graduate assistants to assist with grading core law courses, not graduate assistantships with benefits and tuition waivers. Funded by reallocation of resources from the College.

TABLE 2: PROJECTED REVENUES - NEW INSTRUCTIONAL PROGRAM

UNL BSBA in Law and Business

	(FY2022) Year 1	(FY2023) Year 2	(FY2024) Year 3	(FY2025) Year 4	(FY2026) Year 5	Total
Reallocation of Existing Funds						
Required New Public Funds						
1. State Funds						
2. Local Tax Funds (community colleges)						
Tuition and Fees ¹	\$63,325	\$94,987	\$158,312	\$189,975	\$221,637	\$728,237
Other Funding						
Total Revenue	\$63,325	\$94,987	\$158,312	\$189,975	\$221,637	\$728,237

¹ There are no course fees associated with the courses included in the Law and Business Major. See model assumptions in tables below.

	(FY2022) Year 1		(FY2023) Year 2		(FY2024) Year 3		(FY2025) Year 4		(FY2026) Year 5	
	R	NR	R	NR	R	NR	R	NR	R	NR
Student Type										
Est. Tuition per student	\$8,700	\$27,870	\$8,700	\$27,870	\$8,700	\$27,870	\$8,700	\$27,870	\$8,700	\$27,870
Est. Total Enrollment in Major	20	30	30	40	40	48	48	56	56	70
Est. Enrollments from UNL double majors	16	24	24	32	32	40	48	56	56	70
Est. Total New Students in Major	4	6	6	8	8	12	12	14	14	14
Est. New Enrollment - Student Type	3	1	4	2	6	4	8	4	9	5
Est. New Tuition & Fees	\$21,854	\$41,471	\$32,782	\$62,206	\$54,636	\$103,676	\$65,563	\$124,412	\$76,490	\$145,147
Est. New Tuition & Fees	\$63,325	\$94,987	\$94,987	\$158,312	\$158,312	\$189,975	\$189,975	\$221,637	\$221,637	\$221,637
Est. New Total Tuition & Fees										\$728,237

Model Assumptions:

	Year 1	Year 2	Year 3	Year 4	Year 5
1) Total Enrollment Projections	20	30	50	60	70
Enrollment - New UNL students	4	6	10	12	14
Incremental SCH per Student per AY - New UNL students	30	30	30	30	30
Percentage resident enrollment	62.8%	62.8%	62.8%	62.8%	62.8%
Percentage non-resident enrollment	37.2%	37.2%	37.2%	37.2%	37.2%
Revenue from majors who are new UNL students					
Resident	\$ 21,854	\$ 32,782	\$ 54,636	\$ 65,563	\$ 76,490
Non-resident	\$ 41,471	\$ 62,206	\$ 103,676	\$ 124,412	\$ 145,147
Total Tuition Revenue	\$ 63,325	\$ 94,987	\$ 158,312	\$ 189,975	\$ 221,637