



# **HEIDER COLLEGE OF BUSINESS**



**A Bold Vision for Our Future**

**FORWARDBLUE™**

# A Vision in Blue

for the Heider College of Business





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**ANTHONY R.  
HENDRICKSON, PhD**  
DEAN, HEIDER COLLEGE OF BUSINESS

Involved and passionate stakeholders are among the greatest assets of the Heider College of Business.

Our top-ranked programs are made stronger through our bonds to real business practice—such as practicums, outreach, and internships—in the economic powerhouse of Omaha and beyond. We connect curious students with degree programs not available anywhere else. Those students are then thrust into a network of engaged alumni, corporate partners, and friends who are eager to provide guidance and opportunity. Most importantly, we rely on relationships with donors, like you, who see the value in supporting a top business school like ours.

The Heider College of Business continues to attract high-achieving, highly motivated students in search of a special higher education experience—and the facilities to enrich the experience. In turn, we must continue to expand our spaces and resources.

These students want to be challenged, to be presented with options they haven't considered, to be connected with opportunities that expand their thinking, and to be empowered to apply their talents in ways they never before thought possible. You can help them find the expertise and exposure they seek here at the Heider College of Business.

Through your words, recommendations, and contributions of time, expertise, and investment, you not only strengthen the impact our students, alumni, and faculty can make in the world; you continue to provide the connections that make our network stronger.

We at the Heider College of Business cannot thank you enough for supporting **Forward Blue**.

*Anthony R. Hendrickson*



# The business world needs good citizens.

Just as business is more than a series of transactions, a Heider College of Business education strives to be something much larger than business courses or a degree. We are a community driven to protect and foster values in the business world. Our namesake, Creighton alumnus Charles “Charlie” Heider and his wife, Mary, valued ethical leadership—a responsibility we have held close since 1920.

This duty informs the way we teach our students, with an enhanced curriculum that prepares future Creighton business leaders for an ever-evolving business landscape in accounting, business intelligence and analytics, economics, finance, finance and technology (FinTech), marketing, and management. We realize this vision through world-class partnerships that ensure Heider College of Business faculty are educating the type of workforce that businesses need today.

Under the guidance of supportive faculty, Heider College of Business alumni have a near-perfect rate of finding jobs within six months of graduation, with a strong Jesuit foundation to give purpose to their actions once they get there. Place your confidence in Creighton to keep business heading in a promising direction.



# By the Numbers



## 8 CFA Charterholders

AMONG THE FACULTY—  
*the most respected designation in finance*



## 500 Years of Real-world Experience

PROVIDED TO THE CLASSROOM  
BY BUSINESS FACULTY



## iJay Store

THE FIRST AND ONE OF ONLY  
TWO STUDENT-RUN, APPLE®  
AUTHORIZED CAMPUS STORES  
IN THE WORLD



## 98% of Graduates

EMPLOYED OR ENROLLED  
IN GRADUATE SCHOOL  
*within six months of graduation*



## 91% of Students

COMPLETE AT LEAST  
ONE INTERNSHIP



## \$10M+ in University Assets

UNDER MANAGEMENT BY STUDENTS  
*through the Portfolio Practicum class*



## #10 in the Nation

FOR FIRST-TIME CPA PASS RATES  
*within 18 months  
among mid-sized universities*



## Top 2% Ranking

AMONG BUSINESS SCHOOLS  
*accredited in both business and accounting  
by the Association to Advance Collegiate  
Schools of Business International*



## 80%+ of Students

COME FROM OUTSIDE OF NEBRASKA



## 40%+ of Graduates

BEGIN THEIR CAREERS IN NEBRASKA

### U.S. NEWS & WORLD REPORT RANKINGS



## #15 Best Program

FOR UNDERGRADUATE  
FINANCE



## Top 20% of Business Schools



## #34 Best Program

FOR ACCOUNTING

Deloitte

**JENNIFER  
TANIGUCHI, BSBA'18**  
HILO, HAWAII

◆ In Jennifer's freshman class, Hawaii was the 3rd most represented state on campus.

# WELCOME TO THE HEIDER OHANA.

It can be tough to move one state over to attend college, let alone the 3,740 miles Jennifer Taniguchi traveled from Hilo, Hawaii, to Omaha to study business at Creighton. "I had not met other Creighton students, but I knew many Hawaii kids were heading there," she remembers. "I assumed we could create a home away from home." Jennifer was right.

While she admits she felt homesick occasionally (and estimates her dad visited 16 times during her college career), the Heider College of Business became her family—her ohana. Now, as a Creighton alumna and a full-time Audit and Assurance Senior Assistant at Deloitte in Omaha, Jennifer especially values these relationships.

*Jennifer represents a growing trend for the Heider College of Business: attracting students on a national and international scale. About 80% of students come from out of state—and discover an academic atmosphere with transformative connections to the world's top companies and executives.*

That speaks volumes about the educational and experiential opportunities we provide to students who wish to apply their talents to the business world. “Within the first month, we were in full suits and going to Fortune 200 companies.” Jennifer says.

As a Dean’s Fellow, Jennifer received access to a valuable network the moment she arrived at Creighton. At one of these exclusive events, she connected with Union Pacific’s director of HR, a Creighton alumna who later helped Jennifer land an internship at the company as a sophomore—even though they were looking for juniors and seniors. She interned at UP two more times over her four years at the Heider College of Business, eventually signing with Deloitte before she began her senior year.



**“Every penny helps to educate students, but it doesn’t really end there. It helps students truly prepare for internships and jobs, whether that’s here or Hawaii or places on the other side of the world.”**

**– JENNIFER TANIGUCHI, BSBA’18**  
HILO, HAWAII



## WHY ARE SCHOLARSHIPS IMPORTANT?

The Heider College of Business has incredible connections within the Fortune 500 communities of Omaha and beyond. From internships right down our street to trips to economic capitals around the globe, a world-class business experience awaits those who join our family.

Scholarships enable our students to tap into this transformative network. Tuition alone doesn’t cover the cost of a Creighton education, which makes scholarship support a key factor in developing the next generation of business leaders through access to opportunities that can exist only here.

# THE FEELING IS MUTUAL.

Reading about how to fly an airplane is a far cry from sitting in the cockpit with the controls at your fingertips. The same could be said for learning how to make it in the business world. That's why we put such emphasis on filling our faculty with people who bring real-world experience to the classroom. People like Ed Horwitz, who, after nearly three decades in the financial services industry, earned his MBA from Creighton and joined the Heider College of Business faculty in 2009 to help develop an insurance and financial-planning curriculum.

**"I wanted to get out of the corporate world and get more connected to changing some of the behaviors I had seen occurring in the finance marketplace, and figured the best way to do that would be to help educate and give direction to young professionals entering our industry."**

**ED HORWITZ, PhD, CFP®, MBA'08**  
CHAIR, ECONOMICS AND FINANCE,  
VICE PRESIDENT, ENTERPRISE RISK MANAGEMENT,  
MUTUAL OF OMAHA ENDOWED CHIEF RISK OFFICER



His experience and passion made him a clear choice for the inaugural Mutual of Omaha Endowed Chief Risk Officer. The support gives him time to focus on researching and understanding various enterprise risk management (ERM) education models, reading case studies, and selecting appropriate course texts toward the development of Creighton's ERM programs. This gift is very much a partnership, and, through his research, Horwitz has become a liaison between the experts at Mutual of Omaha and the students eager to absorb the freshest and most up-to-date information.


"It wasn't just that Mutual of Omaha provided the funds, then stepped back. They actively help make sure our curriculum is relevant and current with what business is seeing in society today," Horwitz says.

Horwitz, in turn, offers his expertise to Mutual of Omaha, working with the Fortune 500 company on various financial projects.

Michelle Gibilisco, director of business development for Mutual of Omaha Retirement Services, sings Horwitz's praises.

"To have somebody right here at Creighton University who can help us live our vision and find innovative solutions for our customers—that's awesome," she says.

Omaha ranks as a global center for risk management thought leadership. Through the partnership and support of those with the know-how, Creighton aspires to become a leading educator within the industry.



**“Endowing funds allocated for the development of new programs—and educating the next generations—offers business a way to make a significant and meaningful impact on the world.”**

**– ED HORWITZ, PhD, CFP®, MBA’08**

## WHY ARE ENDOWED FACULTY POSITIONS IMPORTANT?

Endowed faculty positions in the Heider College of Business sustain faculty leadership, elevate student learning, and ensure that Creighton retains the best instructors in the disciplines of finance, economics, marketing, business intelligence and analytics, leadership, health care management, and business practice to impact our students. Those who hold endowed positions influence generations of students in classrooms, boardrooms, and beyond.



**DEBBIE** ▶  
**WELLS, PhD**

# Mission: Mindsets

*“Today’s business student will pursue a career that, more than ever, spans multiple industries and even multiple specialties. Every student needs to be prepared with skills and attitudes that cross organizational boundaries and business disciplines.*

*The Heider Mindsets capture this cross-functionality, helping students develop broad leadership talents in addition to depth in chosen majors. The curriculum sets Heider College of Business apart because it recognizes that resolving problems today, and in the future, requires broad and creative thinking and a high degree of collaboration among diverse individuals.”*

– **DEBBIE WELLS, PhD**

SENIOR ASSOCIATE DEAN, HEIDER COLLEGE OF BUSINESS  
HEIDER MINDSET CURRICULUM TASK FORCE

One hundred years after its founding in 1920, Heider College of Business has reinvented its curriculum to bring out the very best in our students.

From conversations with dozens of industry leaders, alumni and corporate partners, a common set of desired qualities emerged—the managerial mind: the Analytical Mindset, the Cross-Cultural Mindset, the Collaborative Mindset, the Action Mindset, the Service Mindset, and the Reflective Mindset. They represent the qualities we expect Creighton alumni to bring to their workplaces.

Together, these six mindsets complement each other and articulate the mission of our educational approach. From the outset of their educational journey, Creighton business students will recognize the importance of developing broad attributes essential to their effectiveness as 21st century professionals.

Senior Associate Dean Debbie Wells, PhD, sees the Heider Mindset Curriculum as a big-picture approach to business education that goes far beyond a mere checklist of information business students must master. It defines, instead, who we are trying to help them become.

“Historically, the Heider College of Business curriculum has grouped courses into categories, such as ‘lower-division’ or ‘upper-division core.’ Through the Heider Mindset Curriculum, we more intentionally educate for excellence, by rearranging the information in a way that helps students understand how particular courses move them closer toward development of important mindsets,” Dr. Wells says.

It makes perfect sense. The Heider College of Business educates strong thinkers (*the Analytical Mindset*) who appreciate diverse perspectives (*the Cross-Cultural Mindset*) and can work well with others (*the Collaborative Mindset*) to adapt and improve (*the Action Mindset*) for good (*the Service Mindset*) with intention (*the Reflective Mindset*).

## HOW DO WE ACHIEVE ACADEMIC EXCELLENCE?

Students at the Heider College of Business excel in their areas of study because we reinforce our innovative curriculum with a transformative, service-focused mission. We are as committed to helping them advance their careers through internships as we are to building their capacity to care for others through service trips. Donors’ generosity allows us to maintain this careful balance of nourishing both the hearts and the minds of future business leaders.



# SUPPLYING THE DEMAND

Demand for the exceptional education and student experience found in the Heider College of Business is strong. We must continue to deliver.

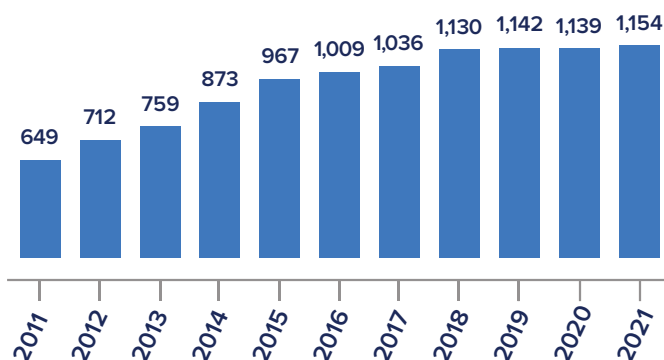
**WE MUST CONTINUE TO DEVELOP ONE OF THE MOST INNOVATIVE ATMOSPHERES IN THE COUNTRY FOR BUSINESS EDUCATION.**

The Heider College of Business moved its operations to the Mike and Josie Harper Center in 2011, in part to increase student enrollment. It worked. Undergraduate enrollment surged more than 75%, from 649 in 2011 to 1,154 in 2021. Graduate enrollment increased 25%. This growth—along with efforts to enhance our curriculum, faculty support, and relationships with Fortune 500 companies—propelled the Heider College of Business’ evolution into a national brand.

To accommodate immediate and future growth, we needed more space suited for our unique approach to business education. We’re making great progress. The Harper Center renovation, completed in spring 2021, includes five additional classrooms with enhanced technology and, most notably, the addition of more than 20 huddle rooms—study space most needed by students to work on project-based assignments.

The renovation also includes a larger student-run iJay Apple® store, a chapel that provides our students, faculty, and staff opportunity for prayer and reflection, a Starbucks® location, and more space for one of the nation’s most prolific admissions offices. All will reinforce the Harper Center’s reputation as a signature gathering place for Creighton students and the Omaha community.

## ENROLLMENT GROWTH SINCE 2011





“Because of our focus on excellence, we have experienced growth rates unmatched by business schools of similar profiles to Creighton. Clearly, something special is happening at the Harper Center.”

– **ANTHONY HENDRICKSON**, PhD  
DEAN, HEIDER COLLEGE OF BUSINESS



Most important, the expanded Harper Center will accommodate up to 1,500 students, a 30% increase in the number of extraordinary Heider College of Business-educated students that our communities—and our world—demand.

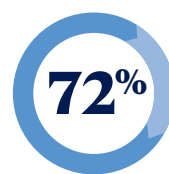
Additional investments in the Harper Center are needed to support new, innovative programming in our state-of-the-art spaces, as well as continued upgrades and expanded access to technology for our ever-growing number of future business leaders.



# AN ENTERPRISING SPIRIT

## ENTREPRENEURSHIP AND STUDENT-RUN BUSINESS SUPPORT

The Heider College of Business has a strong entrepreneurial culture—with initiatives such as the 3-Day Startup event, the Startup Collaborative partnership, Argy Bargy, Radlab, and iJay Store. However, entrepreneurship opportunities and resources are not centralized, which can make it difficult for students to know where to begin. Funding for dedicated resources and guidance will help even more students pursue their innovative ideas.



**of Gen Z wants  
to start their own  
business someday.**

### FUNDING OPPORTUNITIES:

- ◆ Faculty positions
- ◆ Startup camps
- ◆ Mentoring and alumni-outreach programs
- ◆ Graduate and undergraduate certificate programs
- ◆ Networking opportunities and career fairs
- ◆ A living-learning community
- ◆ Competitions



### WHARTON RESEARCH DATA SERVICES SUBSCRIPTION ENDOWMENT

Candidates for faculty positions, particularly in finance and accounting, expect Creighton to subscribe to Wharton Research Data Services. The platform provides access to more than 250 terabytes of data through a single interface, but at a premium cost. We require endowed funds to add this tool, which promises to enhance our research resources and assist in recruiting top faculty.

### BIG DATA INITIATIVE

As a society, we generate overwhelming amounts of data. The Heider College of Business will engage in a unique collaboration with local businesses and organizations to address this challenge. Together we will create a platform to develop the technical skills needed to harness this data and transform it into meaningful industry insights.

### HEIDER COLLEGE OF BUSINESS GLOBAL INITIATIVE

A smart business student is a globally aware citizen. Scholarships enable students at the Heider College of Business to take an annual trip to the New York Stock Exchange, and broaden their perspectives by observing and learning the lessons of other global financial centers and emerging markets such as London, Dubai, Hong Kong, Africa, and South America.

### HEALTH CARE GRADUATE PROGRAMS

An endowment will support the development and continued growth of a specialized graduate program focusing on the business management of today's complex health care environment.



# FORWARDBLUE™

“To be Forward Blue is to never—not for a moment—underestimate the passion, creativity, and wisdom that Creighton-inspired individuals so willingly offer to the good of humanity.”

— **REV. DANIEL S. HENDRICKSON, SJ, PhD**  
PRESIDENT, CREIGHTON UNIVERSITY





# TOGETHER AND FOREVER, THROUGH CREIGHTON

Your generosity benefits those who stand for and with others. Every gift to Creighton impacts our students and contributes to a better world.



## WAYS TO INVEST

- ◆ Cash Gifts
- ◆ Appreciated Securities
- ◆ Deferred Gifts  
*Bequest, Life Insurance, Charitable Remainder Trust, Gift Annuity*
- ◆ Real Estate
- ◆ Life Insurance
- ◆ Matching Gifts
- ◆ Memorial and Tribute Gifts



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College of Business