

BUSINESS STUDIES AS A SECONDARY MAJOR

(not available to College of Business majors)

The Business Studies major combines foundational courses in business with the liberal arts. It is meant to complement a non-business student's program of study by offering primary business topics as well as the necessary analytical tools required for careers in management related fields. Students cannot pursue this major either on its own or in conjunction with a business major.

Prerequisites for all courses must be met. Students not enrolled in the College of Business BBA program cannot elect more than 30 credit hours in courses offered by the College of Business.

Prerequisites to the Major

Code	Title	Credit Hours
ECON 201	Prin: Macroeconomics	
ECON 202	Prin: Microeconomics	
MATH 104	College Algebra	
	or MATH 105 Pre-Calculus	

Major Requirements

Code	Title	Credit Hours
Required		
ACC 298	Financial Accounting	3
FIN 401	Corporate Finance	3
ISM 310	Info Systems in Management	3
MKT 352	Mktg Principles and Policies	3
OB 354	Behavior in Organizations	3
OM 300	Intro to Operations Management	3
Select one course from the following:		3
DS 301	Introductory Business Statistics using Excel	
ECON 305	Economic Statistics	
MATH 325	Probability	
PSYC 381	Prin of Stat and Exper Design	
Concentration		
Select one of the following Concentrations below ¹		9
Total Credit Hours		30

¹ Some courses listed here may have additional prerequisites that could add to the total credit hours needed.

Concentration Requirements

General Business Concentration

Three courses from any 300 or 400 level COB course (Excluding BA 300, BPS 451, and any BI course). Courses must be from at least two different disciplines.

Communications Concentration

Code	Title	Credit Hours
COMM 340	Professional Communication	3
or BA 330	Managerial Communication	
Select two courses from the following:		6-8
COMM 220	Intro to Media & Culture	
COMM 260	Public Relations Principles	
COMM 300	Communication Research Methods	
COMM 366	Public Comm and Culture Studies	
COMM 420	Critical Media Studies	
COMM 460	Public Relations Campaigns	
COMM 465	Risk and Crisis Communication	
MKT 458	Advertising	
Total Credit Hours		9-11

Economics Concentration

Code	Title	Credit Hours
Required – Three courses from the following:		9
BE 401	Managerial Economics	
or ECON 302	Intermediate Microeconomics	
BE 403	Business Conditions Analysis	
or ECON 301	Intermediate Macroeconomics	
ECON 311	Money and Banking	
or FIN 443	Com Bank: Functn and Operatns	
ECON/STS 321	Labor in the American Economy	
ECON 331	Industrial Organization	
ECON 335	Experimental Economics	
ECON 433	Antitrust and Regulation	
ECON 438	Beh Econ for Business & Policy	
ECON 447	International Finance	
ECON 448	International Trade	
ECON 4021	Economics of the Labor Sector	
IB 441	International Financial Management	
IB 446	International Business	
Total Credit Hours		9

Entrepreneurship Concentration

Code	Title	Credit Hours
Required:		9
ENT 400	Entrepreneurial Thinking&Behav	
ENT 401	New Venture Planning	
ENT 403	Social Entrepreneurship	
Total Credit Hours		9

Psychology Concentration

Code	Title	Credit Hours
Required – Three courses from the following:		9
HRM 305	Human Resource Policy/Admin	

MKT 382	Understanding Customers	
PSYC 320	Social Psychology	
PSYC 363	Cognitive Psychology	
PSYC 3955	Diversity and the Workplace	
PSYC 4305	Psychology in the Workplace	
PSYC 464	Applied Cognitive Psychology	
Total Credit Hours		9

Prerequisites to the Major

Code	Title	Credit Hours
ECON 201	Prin: Macroeconomics	
ECON 202	Prin: Microeconomics	
MATH 104	College Algebra	
	or MATH 105Pre-Calculus	

Major Requirements

Code	Title	Credit Hours
Required		
ACC 298	Financial Accounting	3
FIN 401	Corporate Finance	3
ISM 310	Info Systems in Management	3
MKT 352	Mktg Principles and Policies	3
OB 354	Behavior in Organizations	3
OM 300	Intro to Operations Management	3
Select one course from the following:		3
DS 301	Introductory Business Statistics using Excel	
ECON 305	Economic Statistics	
HHS 410	Quantitative Research and Statistics	
MATH 325	Probability	
PSYC 381	Prin of Stat and Exper Design	
Concentration		
Select one of the following Concentrations below ¹		12
Total Credit Hours		33

¹ Some courses listed here may have additional prerequisites that could add to the total credit hours needed.

Concentration Requirements

Entrepreneurship Concentration

Code	Title	Credit Hours
Required - All of the following courses:		
ENT 400	Entrepreneurial Thinking&Behav	3
ENT 401	New Venture Planning	3
ENT 403	Social Entrepreneurship	3
BA 491	Business Experiential Learning	3
Total Credit Hours		12

Human Resource Management Concentration

Code	Title	Credit Hours
Required:		
HRM 305	Human Resource Policy/Admin	3
Select 3 additional courses from the following:		9
HRM 406	Talent Sourcing & Acquisition	
HRM 407	Compensation & Performance Mgt	
HRM 408	Legal Issues in Human Resource	
HRM 409	Talent & Leadership Develop	
Total Credit Hours		12

Marketing Concentration

Code	Title	Credit Hours
Required:		
MKT 382	Understanding Customers	3
MKT 402	Marketing Management	3
Select 2 additional courses from the following:		6
MKT 360	Marketing and Society	
MKT 363	Digital Consumer Srch&Mktg	
MKT 434	Sales Mgmt & Personal Selling	
MKT 458	Advertising	
Total Credit Hours		12

Small Business Management Concentration

Code	Title	Credit Hours
Required:		
BPS 441	Small Business Management	3
Select 3 additional courses from the following:		9
ACC 358	Financial Reporting	
ENT 400	Entrepreneurial Thinking&Behav	
HRM 305	Human Resource Policy/Admin	
MKT 434	Sales Mgmt & Personal Selling	
Total Credit Hours		12

Supply Chain Management Concentration

Code	Title	Credit Hours
Required - All of the following courses:		
OM 460	Supply Chain Management	3
OM 465	Strategic Sourcing	3
OM 470	Analys & Desgn of Supply Chain	3
OM 475	Supply Chain Logistics Mgmt	3
Total Credit Hours		12