



## B.S., Business and Economics 3 – Major Component

Cohort entering 2016-17

- One CBE major required; second CBE major optional
- Minimum GPA of 2.0 in major coursework to graduate

To learn more about how to declare your major(s), please see URL:  
<https://cbeundergrad.lehigh.edu/advising/major-declaration>

### Summary of Majors and Required Credits for Graduation:

Major	Min Required Credits	Major	Min Required Credits
Accounting	21	Finance	21-23
Business Economics	18	Management	15
Business Info Systems	18	Marketing	18
Economics	15	Supply Chain Management	18

### Additional Options for Specialization:

#### Business-Related Minors Open to CBE Students

- Business Information Systems
- International Economics
- Management
- Entrepreneurship
- Real Estate
- Public Policy Economics
- Supply Chain Management

#### Certificate Programs

- Business Analytics
- International Business
- Presentation Skills

#### Certifications Through the Financial Services Lab

- Bloomberg Terminal
- Mortgage Industry Advisory Corporation's MIAC WinOAS
- CQG Technical Analysis
- ThomsonOne Investment Banker

# Accounting Major

<b>Required: 4 courses (12 credit hours) – typically taken junior year</b>		
<b>ACCT 315</b>	Intermediate Accounting I	<i>(Prerequisite: Acct 152)</i>
<b>ACCT 316</b>	Intermediate Accounting II	<i>(Prerequisite: Acct 315)</i>
<b>ACCT 311</b>	Accounting Information Systems	<i>(Prerequisites: Acct 152 &amp; BIS 111)</i>
<b>ACCT 324</b>	Cost Accounting	<i>(Prerequisite: Acct 152)</i>
<b>Major Track Courses: 3 courses (9 credit hours) – typically taken senior year</b>		
<b>Choose 1 track and take all 3 courses in that track</b>		
<b>Track 1: Public Accounting Assurance and Tax Services</b>		
<b>ACCT 307</b>	Fundamentals of Federal Income Taxation	<i>(Prerequisites: Acct 151 &amp; senior standing)</i>
<b>ACCT 320</b>	Fundamentals of Auditing	<i>(Prerequisites: Acct 311 &amp; Acct 315)</i>
<b>ACCT 317</b>	Advanced Financial Accounting	<i>(Prerequisites: Acct 315 or Acct 316)</i>
<b>Track 2: Financial Services and Corporate Accounting</b>		
<b>FIN 323</b>	Investments	<i>(Prerequisites: Fin 125 &amp; Eco 146)</i>
<b>FIN 328</b>	Corporate Financial Policy	<i>(Prerequisites: Fin 125 &amp; Eco 146)</i>
<b>ACCT 318</b>	Analysis of Financial Statements	<i>(Prerequisite: Acct 316; can be taken concurrently and open only to graduating seniors)</i>
<b>Track 3: Information Systems</b>		
<b>ACCT 320</b>	Fundamentals of Auditing	<i>(Prerequisites: Acct 311 &amp; Acct 315)</i>
<b>BIS 311</b>	Managing Information Systems Analysis and Design	<i>(Prerequisite: BIS 111)</i>
<b>Plus 1 course from the following:</b>		
<b>BIS 335</b>	Application Development for Business	<i>(Prerequisite: BIS 111)</i>
<b>BIS/SCM 342</b>	e-Business Enterprise Applications	<i>(Prerequisite: BIS 111)</i>
<b>BIS 360</b>	Business Information Systems Practicum	<i>(Prerequisite: junior standing)</i>

**Total Credits Required: 21**

# Business Information Systems (BIS) Major

<b>Required: 4 courses (12 credits)</b>		
<b>BIS 311</b>	Managing Information Systems Analysis and Design	<i>(Prerequisite: BIS 111)</i>
<b>BIS 324</b>	Business Data Management	<i>(Prerequisite: BIS 311)</i>
<b>BIS 335</b>	Application Development for Business	<i>(Prerequisite: BIS 111)</i>
<b>BIS 350</b>	Project Management	<i>(Prerequisites: all BIS major courses)</i>
<b>Elective Courses: 2 courses (6 credits) from the following:</b>		
<b>ACCT 311</b>	Accounting Information Systems	<i>(Prerequisites: Acct 152, BIS 111)</i>
<b>BIS 333</b>	Enterprise Security and Risk Management	<i>(Prerequisite: BIS 111)</i>
<b>BIS/SCM 342</b>	e-Business Enterprise Applications	<i>(Prerequisite: BIS 111)</i>
<b>BIS 348</b>	Predictive Analytics in Business	<i>(Prerequisites: BIS 111 &amp; Eco 045)</i>
<b>BIS 372</b>	Special Topics in Information Systems	

**Total Credits Required: 18**

## Economics Major

<b>Required: 1 course (3 credit hours)</b>		
<b>ECO 119</b>	Intermediate Macroeconomic Analysis	<i>(Prerequisite: Eco 001)</i>
<b>Elective Courses: 4 Economics courses (12 credits) at the 200- and 300-level beyond core requirements. Students should consult with their advisor and faculty mentor in forming their programs of study.</b>		
<b>ECO ___</b>		
<b>ECO ___</b>		
<b>ECO ___</b>		
<b>ECO ___</b>		

**Total Credits Required: 15**

## Business Economics Majors

The business economics major prepares students for careers as business consultants or analysts by teaching the application of microeconomic theory to the analysis of critical business issues. The emphasis is on rigorous, quantitative business analysis through the use of theoretical and mathematical models and econometric analysis of data. Students should consult with their advisor and faculty mentor in forming their program.

<b>Required: 3 courses (9 credit hours)</b>		
<b>ECO 245</b>	Statistical Methods II	<i>(Prereq: Eco 045)</i>
<b>ECO 322</b>	Competitor and Market Analysis	<i>(Prereqs: Eco 045, 146 &amp; Math 021/081)</i>
<b>ECO 333</b>	The Economics of Business Decisions	<i>(Prereq: Eco 245)</i>
<b>Elective Courses: 2 courses (6 credit hours) from an approved list</b>		
<b>Required: 1 course (3 credit hours) involving student research on a problem identified by an external client</b>		

**Total Credits Required: 18**

## Finance Major

<b>Required: 2 courses (6 credits):</b>		
<b>FIN 323</b>	Investments	<i>(Prereqs: Fin 125 &amp; Eco 146)</i>
<b>FIN 328</b>	Corporate Financial Policy	<i>(Prereqs: Fin 125 &amp; Eco 146)</i>
<b>Depth Requirements: 3 courses (9 credits) from the following:</b>		
<b>FIN 324</b>	Security Analysis and Portfolio Management	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 330</b>	Financial Markets and Institutions	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 333</b>	Global Finance	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 334</b>	Derivatives and Management of Risk	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 335</b>	Advanced Topics – Financial Management <i>Note: Course offered with a different topic can be repeated.</i>	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 336</b>	Real Estate Finance (recommended for Real Estate Valuation Track)	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 377</b>	Advanced Topics—Investments (various topics) <i>Note: Course offered with a different topic can be repeated.</i>	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>

*(Continued on next page)*

## Finance Major (continued)

<b>Breadth Requirements: Select 2 breadth electives within one of the following 6 breadth tracks: (3 breadth electives for the Real Estate Valuation track*)</b>		
<b>Track 1: Financial Analysis (6 credits)</b>		
ACCT 315	Intermediate Accounting I	<i>(Prereq: Acct 152)</i>
ACCT 316	Intermediate Accounting II	<i>(Prereq: Acct 315)</i>
<b>Track 2: Financial Marketing (6 credits) -- choose 2 courses</b>		
MKT 312	Marketing Research	<i>(Prereqs: Mkt 111 &amp; Eco 045)</i>
MKT 319	Development and Marketing of New Products	<i>(Prereq: Mkt 111)</i>
MKT 320	Global Marketing	<i>(Prereq: Mkt 111)</i>
MKT/ECO 325	Consumer Insights through Data Analysis	<i>(Prereqs: Mkt 111 &amp; Eco 146)</i>
MKT 332	Sales Management	<i>(Prereq: Mkt 111)</i>
<b>Track 3: Analytical Finance (6-8 credits) – choose 2 of the following courses</b>		
ISE 316	Optimization Models and Applications	<i>(Prereq: ISE 220)</i>
ISE 339	Stochastic Models and Applications	<i>(Prereq: ISE 220)</i>
--or--		
MATH 310	Random Processes and Applications	<i>(Prereq: Math 231 or Math 309)</i>
MATH 205	Linear Methods	<i>(Prereq: Math 022)</i>
--or--		
MATH 242	Linear Algebra	<i>(Prereq: Math 022)</i>
MATH 231	Probability and Statistics	<i>(Prereq: Math 022)</i>
--or--		
MATH 309	Theory of Probability	<i>(Prereq: Math 023)</i>
<b>Track 4: Financial Economics (6 credits) – take 1 course from each group</b>		
ECO 209	Comparative Economics Systems	<i>(Prereq: Eco 001 or Eco 011 or Eco 012)</i>
--or--		
ECO 322	Competitor and Market Analysis	<i>(Prereqs: Math 021/081, Eco 045 &amp; Eco 146)</i>
--or--		
ECO 328	Electricity Systems	<i>(Prereqs: Eco 001 &amp; Math 023 or Eco 146)</i>
--or--		
ECO 333	The Economics of Business Decisions	<i>(Prereqs: Eco 105 or Eco 146, Eco 045, Eco 245 &amp; Math 081/021)</i>
--or--		
ECO 336	Business and Government	<i>(Prereq: Eco 105 or Eco 146)</i>
--or--		
ECO 353	Public Finance Federal	<i>(Prereq: Eco 105 or Eco 115 or Eco 146)</i>
ECO 203	Microfinance: Financial Inclusion for the Poor	<i>(Prereqs: Eco 001 &amp; instructor permission)</i>
--or--		
ECO 303	Economic Development	<i>(Prereq: Eco 105 or Eco 146)</i>
--or--		
ECO 339	International Trade	<i>(Prereq: Eco 105 or Eco 146)</i>
--or--		
ECO 340	International Finance	<i>(Prereq: Eco 119)</i>
<b>Track 5: Real Estate Valuation (7 credits) – must take all 3 courses*</b>		
IPRE 301	Case Studies in Real Estate Value Creation	<i>(Prereq: instructor permission)</i>
IPRE 347	Practicum in Real Estate I	<i>(Prereq: instructor permission)</i>
IPRE 348	Practicum in Real Estate II	<i>(Prereqs: IPRE 347 &amp; instructor permission)</i>
<b>Track 6: Expanded Finance (6 credits) – Must take 2 additional finance courses not taken within the depth requirement.</b>		
FIN 324	Security Analysis and Portfolio Management	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
FIN 330	Financial Markets and Institutions	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
FIN 333	Global Finance	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
FIN 334	Derivatives and Management of Risk	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
FIN 335	Advanced Topics—Financial Management (various topics)	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
FIN 336	Real Estate Finance	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
FIN 377	Advanced Topics—Investments (various topics)	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>

**Total Credits Required: 21-23**

# Management Major

<b>Required: 1 course (3 credits) - Required of ALL tracks</b>		
<b>MGT 342*</b>	Managing in the International Organization	<i>(Prerequisite: junior standing)</i>
<b>Major Track: 4 courses (12 credits)—choose 1 track</b>		
<b>Track 1: Managing Human Resources</b>		
<b>MGT 333</b>	Human Resource Management	<i>(Prerequisite: Mgt 143)</i>
<b>MGT/SCM 328</b>	Negotiations and Conflict Management	<i>(Prerequisite: junior standing)</i>
<b>MGT 363**</b>	Managing Diversity & Inclusion in the Workplace	<i>(Prerequisite: junior standing)</i>
<b>Plus 1 course from the following:</b>		
<b>MGT 314</b>	Small Business Consulting	<i>(Prerequisite: junior standing)</i>
<b>ECO 235</b>	Labor Economics	<i>(Prerequisite: ECO 001)</i>
<b>Track 2: Small Business and Non-Profit Management</b>		
<b>MGT 306</b>	Decision Making in Small Business & Non-profit Enterprise	<i>(Prerequisites: Fin 125, Mkt 111)</i>
<b>MGT 314</b>	Small Business Consulting	<i>(Prerequisite: junior standing)</i>
<b>Plus 2 courses from the following:</b>		
<b>MGT/SCM 328</b>	Negotiations and Conflict Management	<i>(Prerequisite: junior standing)</i>
<b>MGT 333</b>	Human Resource Management	<i>(Prerequisite: Mgt 143)</i>
<b>FIN 328</b>	Corporate Financial Policy	<i>(Prerequisites: Fin 125, Eco 146)</i>
<b>BIS 335</b>	Application Development for Business	<i>(Prerequisite: BIS 111)</i>
<b>MKT 319</b>	Development & Marketing of New Products	<i>(Prerequisite: Mkt 111)</i>

**Total Credit Required: 15**

\*MGT 342: Management in the International Organization fulfills the CBE Global Requirement

\*\*MGT 363: Managing Diversity & Inclusion in the Workplace fulfills the CBE Diversity Requirement

# Marketing Major

<b>Required: 3 courses (9 credits)</b>		
<b>MKT 311</b>	Consumer Behavior	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 312</b>	Marketing Research	<i>(Prerequisites: Eco 045 &amp; Mkt 111)</i>
<b>MKT 387</b>	Marketing Strategy	<i>(Prerequisites: Mkt 311, Mkt 312, senior standing)</i>
<b>Elective Courses: Choose 3 courses (9 credits)</b>		
<b>MKT 313</b>	Advertising & Sales Promotion Strategy	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 314</b>	Digital & Social Media	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 319</b>	Development & Marketing of New Products	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 320</b>	Global Marketing	<i>(Prerequisite: Mkt 111)</i>
<b>MKT/ECO 325</b>	Consumer Insights through Data Analysis	<i>(Prerequisites: Mkt 111 &amp; Eco 146)</i>
<b>MKT 326</b>	Marketing Analytics in a Digital Space	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 327</b>	Retail Marketing	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 330</b>	Professional Selling	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 332</b>	Sales Management	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 347</b>	Strategic Brand Management	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 366</b>	Services Retailing & Marketing	<i>(Prerequisite: Mkt 111)</i>
<b>MKT 371</b>	Directed Readings	<i>(Prerequisite: Department Chair)</i>
<b>MKT 372</b>	Special Topics	<i>(Prerequisite: Department Chair)</i>

**Total Credits Required: 18**

# Supply Chain Management Major

Required: 6 courses (18 credits)		
SCM 309	Supply, Cost, and Risk Management	(Prerequisite: SCM 186)
SCM 340	Demand & Supply Chain Planning	(Prerequisite: SCM 186)
SCM/MGT 328	Negotiations and Conflict Management	(Prerequisite: junior standing)
SCM 354	Integrated Logistics & Transportation Management	(Prerequisite: Senior standing)
TE 211	Capstone Design Projects-1	(Prerequisite: junior standing)
SCM/BIS 342	e-Business Enterprise Applications	(Prerequisite: BIS 111)

**Total Credits Required: 18**

## Undecided about your major?

Here is a list of suggestions to learn more about specific majors and career paths:

- Join a CBE club or student organization. Visit <https://cbeundergrad.lehigh.edu/student-organizations-and-leadership> for a list of CBE clubs and contact information.
- Attend CBE Professional Development Program events to interact with alumni and learn from experienced professionals. For more information visit <http://cbeundergrad.lehigh.edu/cbe-professional-development-program>.
- Meet with a College Career Coach in the Center for Career and Professional Development for a Career Assessment consultation.
- Utilize the "What Can I do With this Major" website (<http://careercenter.lehigh.edu/node/58>).
- Explore Vault through your LUCIE account to seek career paths, industries and professions.
- Talk to faculty to learn more about the majors that interest you.
- Attend the Majors Fair.