



**B.S., Business and Economics  
Major Component**

Cohort entering 2022-23

- One College of Business major required; second College of Business major optional
- Minimum GPA of 2.0 in major to graduate

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

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

**Additional Options for Specialization:**

**Business-Related Minors Open to College of Business Students**

- Business Information Systems
- Entrepreneurship
- FinTech
- Management
- Real Estate
- Supply Chain Management

**Certificate Programs**

- Business Analytics
- International Business

**Certifications through the Financial Services Lab**

- Bloomberg Terminal
- CQG Technical Analysis
- Mortgage Industry Advisory Corporation's MIAC WinOAS
- Thomson Reuters Eikon

# Accounting Major

<b>Required: 4 courses (12 credits) - typically taken junior year</b>		
ACCT 315	Intermediate Accounting I	<i>Prerequisite: ACCT 152</i>
ACCT 316	Intermediate Accounting II	<i>Prerequisite: ACCT 315</i>
ACCT 311	Accounting Information Systems	<i>Prerequisite: ACCT 152 &amp; BIS 111</i>
ACCT 324	Cost Accounting	<i>Prerequisite: ACCT 152</i>
<b>Major Track Courses: 3 courses (9 credit hours) - typically taken senior year</b> <i>Choose 1 track and take all 3 courses in that track</i>		
<b>Track 1: Public Accounting Assurance and Tax Services</b> <i>This concentration is suited for students interested in entering public accounting.</i>		
ACCT 307	Fundamentals of Federal Income Taxation	<i>Prerequisite: ACCT 151 &amp; senior standing</i>
ACCT 320	Fundamentals of Auditing	<i>Prerequisite: ACCT 311 &amp; 315</i>
ACCT 317	Advanced Financial Accounting	<i>Prerequisite: ACCT 316</i>
<b>Track 2: Financial Services and Corporate Accounting</b> <i>This concentration may appeal to students seeking accounting positions at financial services firms and industrial corporations. For some time representatives from these companies have sought Lehigh students with a strong accounting background. External constituencies suggest that a dose of finance will strengthen these students and make them even more attractive.</i>		
FIN 323	Investments	<i>Prerequisite: FIN 125</i>
FIN 328	Corporate Financial Policy	<i>Prerequisite: FIN 125</i>
ACCT 318	Analysis of Financial Statements	<i>Prerequisite: ACCT 316; can be taken concurrently and open only to graduating seniors</i>
<b>Track 3: Information Technology</b> <i>Public accounting firms seek graduates for the rapidly growing area of global risk management (GRM). Students entering GRM will be responsible for assessing accounting system and computer risks that impact the financial statements of the organization and for evaluating internal controls in place to minimize such risks. Their findings become an important element in the conduct of the financial audit. This new career path thus requires students who possess strong systems skills and an understanding of financial accounting, management accounting, and auditing. Taxes and advanced financial accounting topics are less important in this setting. Therefore, the following courses comprise this concentration.</i>		
ACCT 320	Fundamentals of Auditing	<i>Prerequisite: ACCT 311 &amp; 315</i>
ACCT 330	Accounting Data and Analysis	<i>Prerequisite: ECO 045 or equivalent</i>
One 300-level BIS course		
<b>Total Credits Required: 21</b>		

## Business Analytics (BUAN) Major

<b>Required: 4 courses (12 credits)</b>		
BIS 324	Business Data Management	<i>Prerequisite: BIS 111</i>
BUAN 348	Predictive Analytics in Business	<i>Prerequisites: BIS 111 &amp; ECO 045 (or MATH 012 or MATH 231)</i>
BUAN 352	Business Analytics and Modelling	<i>Prerequisites: BIS 111 &amp; ECO 045 (or MATH 012 or MATH 231)</i>
BUAN 357	Artificial Intelligence for Business	<i>Prerequisites: BIS 111 &amp; ECO 045 (or MATH 012 or MATH 231) &amp; BIS 044 (or BIS 335 or CSE 002 or CSE 012 or CSE 007 or CSE 003)</i>
<b>Elective courses (6 credit hours) from the following:</b>		
BIS 335	Application Development for Business	<i>Prerequisite: BIS 111</i>
BUAN 346	Python Applications for Business	<i>Prerequisite: BIS 111</i>
SCM 345	Analytical Approaches to Supply Chain Management	<i>Prerequisites: SCM 186, BIS 111, and junior standing</i>
ACCT 330	Accounting Data and Analysis	<i>Prerequisite: ECO 045 or equivalent</i>
ECO 301	Econometric Software	
ECO 357	Econometrics	<i>Prerequisites: ECO 119 or ECO 146 and ECO 157</i>
ECO 367	Applied Microeconometrics	<i>Prerequisite: ECO 357 or ECO 157</i>
MKT/ECO 325	Consumer Insights through Data Analysis	<i>Prerequisite: MKT 111 &amp; ECO 146</i>
MKT 326	Marketing Analytics in a Digital Space	<i>Prerequisite: MKT 111</i>
FIN 377	Advanced Topics—Investments (Data Science for Finance)	<i>Prerequisites: FIN 323 &amp; FIN 328</i>
<b>Total Credits Required: 18</b>		

## Business Information Systems (BIS) Major

<b>Required: 3 courses (9 credits)</b>		
BIS 311	Managing Information Systems Analysis and Design	<i>Prerequisite: BIS 111 or CSB 311 or ACCT 311</i>
BIS 324	Business Data Management	<i>Prerequisite: BIS 111</i>
BIS 335	Application Development for Business	<i>Prerequisite: BIS 111</i>
<b>Elective courses (9 credit hours) from the following:</b>		
ACCT 311	Accounting Information Systems	<i>Prerequisite: ACCT 152 &amp; BIS 111</i>
BIS 333	Enterprise Security and Risk Management	<i>Prerequisite: BIS 111</i>
BIS/SCM 342	e-Business Enterprise Applications	<i>Prerequisite: BIS 111</i>
BIS 344	Cloud Computing for Business	<i>Prerequisite: BIS 111</i>
BIS 372	Special Topics in Information Systems	
ENTP 304	Technology and Software Ventures	<i>Prerequisite: ENTP 101 or BIS 111</i>
<b>Total Credits Required: 18</b>		

# Economics Major

<b>Required: Common Economics Core (2 courses, 6 credits – 3 applied to major)</b>		
<i>Note: One will be applied to the Core Curriculum while the other will be applied to your major course requirements.</i>		
ECO 119 AND ECO 146	Intermediate Macroeconomic Analysis AND Intermediate Microeconomic Analysis	<i>Prerequisites: ECO 001 and MATH 081 or 021 or 076</i>
<b>Required: Quantitative Economics Core (1 course, 3 credits)</b>		
ECO 157	Statistical Methods II	<i>Prerequisites: ECO 045 or MATH 012 or MATH 231</i>
<b>Elective courses: Students must take 12 credits from the following electives. There must be at least one course from each list, and at least two of the four courses must be at the 300 level.</b>		
<b>Field Courses</b>		
ECO 209	Comparative Economic Systems	<i>Prerequisite: ECO 001</i>
ECO 229	Economics of Money and Banking	<i>Prerequisites: ECO 001 and ECO 119; ECO 119 can be taken concurrently</i>
ECO 235	Labor Economics	<i>Prerequisite: ECO 001</i>
ECO 303	Economic Development	<i>Prerequisite: ECO 146</i>
ECO 304	Economic Growth	<i>Prerequisite: ECO 119</i>
ECO 311	Environmental Economics	<i>Prerequisite: ECO 146</i>
ECO 312	Mathematical Economics	<i>Prerequisites: ECO 146, MATH 022, &amp; MATH 231</i>
ECO 322	Competitor and Market Analysis	<i>Prerequisites: ECO 146, ECO 045 (or MATH 012 or MATH 231 or ISE 111), and MATH 081 (or 021 or 076)</i>
ECO 338	International Economics	<i>Prerequisites: ECO 146</i>
ECO 339	International Trade	<i>Prerequisites: ECO 029 (or ECO 119 or ECO 229) and ECO 146</i>
ECO 352	Behavioral Economics	<i>Prerequisites: ECO 146 and ECO 157 or ECO 357</i>
ECO 353	Public Economics	<i>Prerequisite: ECO 146</i>
ECO 358	Game Theory	<i>Prerequisites: ECO 146 and MATH 081 or MATH 021</i>
ECO 363	Labor Economics	<i>Prerequisite: ECO 146</i>
ECO 365	Business, Government, and Macroeconomic Policy	<i>Prerequisites: ECO 029 or ECO 119</i>
ECO 368	Health Economics	<i>Prerequisites: ECO 045 or MATH 012 or MATH 231 and ECO 146</i>

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Applying Economics		
ECO 201	Federal Reserve Challenge Competition ( <i>students can apply, at most, 3 credits earned in this course toward the elective requirement</i> )	<i>Prerequisite (that may be taken concurrently): ECO 119</i>
ECO 203	Microfinance: Financial Inclusion for the Poor	<i>Prerequisite: ECO 001</i>
ECO 234	The Economics of Gender and Race	<i>Prerequisite: ECO 001</i>
ECO 247	Sabermetrics	<i>Prerequisites: ECO 001 and ECO 045 or PSYC 110 or ISE 111 or CEE 012 or MATH 231 or MATH 012</i>
ECO 259	Athletic Complex Design ( <i>only one of the following courses may be used to satisfy the elective requirement: ECO 259, ECO 273, and ECO 274</i> )	<i>Prerequisite: ECO 146</i>
ECO 273	Community Consulting Practicum ( <i>only one of the following courses may be used to satisfy the elective requirement: ECO 259, ECO 273, and ECO 274</i> )	<i>Prerequisite: ECO 001</i>
ECO 274	Supervised Research ( <i>only one of the following courses may be used to satisfy the elective requirement: ECO 259, ECO 273, and ECO 274, and students can apply, at most, 3 credits earned in this course toward the elective requirement</i> )	<i>Prerequisite: ECO 119 or ECO 146 or ECO 157</i>
ECO 301	Econometric Software	
ECO 314	Energy Economics	<i>Prerequisite: ECO 146</i>
ECO 324	The Economics of the Sports Industry	<i>Prerequisites: ECO 146 and ECO 045 or MATH 012 or MATH 231 or ISE 111</i>
ECO 325	Consumer Insights through Data Analysis	<i>Prerequisites: MKT 111 and ECO 146</i>
ECO 328	Electricity Economics	<i>Prerequisites: ECO 001 and MATH 023 or ECO 146</i>
ECO 333	The Economics of Business Decisions	<i>Prerequisites: ECO 146, ECO 045 (or MATH 012 or MATH 231 or ISE 111), and MATH 081 (or 021 or 076)</i>
ECO 335	Cost-Benefit Analysis	<i>Prerequisite: ECO 146</i>
ECO 336	Antitrust, Regulation, and the New Economy	<i>Prerequisite: ECO 146</i>
ECO 342	Economic Development in China	<i>Prerequisite: ECO 303 or ECO 304</i>
ECO 345	Political-Economy of Iraq	<i>Prerequisite: ECO 303 or ECO 304 or IR 225</i>
ECO 357	Econometrics	<i>Prerequisites: ECO 119 or ECO 146 and ECO 157</i>
ECO 360	Time Series Analysis	<i>Prerequisites: ECO 157</i>
ECO 362	Martindale Research Seminar ( <i>students can apply, at most, 3 credits earned in this course toward the elective requirement</i> )	

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ECO 366	Quantitative Market	<i>Prerequisites: ECO 146 and ECO 357 or ECO 157</i>
ECO 367	Applied Microeconometrics	<i>Prerequisite: ECO 357 or ECO 157</i>
ECO 371	Special Topics in Economics <i>(students can apply, at most, 3 credits earned in this course toward the elective requirement)</i>	<i>Prerequisite: ECO 146 or ECO 119</i>
ECO 389	Honors Project <i>(students can apply, at most, 3 credits earned in this course toward the elective requirement)</i>	
<b>Total Credits Required: 18</b>		

# Finance Major

<b>Required: 2-Course Foundation Requirement (6 credits)</b>		
FIN 323	Investments	<i>Prerequisite: FIN 125</i>
FIN 328	Corporate Financial Policy	<i>Prerequisite: FIN 125</i>
<b>5-Course Elective Requirement: Choose 5 courses from the following, at least 3 of which must have a FIN prefix (15-17 credits):</b>		
FIN 324	Security Analysis and Portfolio Management	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 330	Financial Markets and Institutions	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 333	Global Finance	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 334	Derivatives and Management of Risk	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 335	Advanced Topics - Financial Management*	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 336	Real Estate Finance	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 337	Financial Market Regulation and Innovation	<i>Prerequisites: FIN 323 &amp; 328</i>
FIN 377	Advanced Topics – Investments*	<i>Prerequisites: FIN 323 &amp; 328</i>
ACCT XXX	Any 300-level Accounting course of at least 3 credits, except ACCT 371 and ACCT 372)	
ECO XXX	Any 200-level or higher Economics course of at least 3 credits, except ECO 201, ECO 259, ECO 273, ECO 274, ECO 300, ECO 301, ECO 362, ECO 371, and ECO 389)	
REAL XXX	Any 300-level Real Estate course of at least 3 credits (can only count 1 REAL course if also taking FIN 336)	
ISE 121	Applied Engineering Statistics	<i>Prerequisite: ISE 111 or MATH 231</i>
ISE 316	Optimization Models and Applications	<i>Prerequisite: ISE 240</i>
ISE 339	Stochastic Models and Applications	<i>Prerequisite: ISE 230</i>
MATH 205	Linear Models	<i>Prerequisite: MATH 022</i>
MATH 231	Probability and Statistics	<i>Prerequisite: MATH 022 or MATH 082</i>
MATH 241 (3-4 credits)	Applied Linear Algebra	<i>Prerequisite: MATH 022 or MATH 082</i>
MATH 263	Introduction to the Theory of Probability	<i>Prerequisite: MATH 023 (can be taken concurrently) or MATH 082</i>
MATH 310 (3-4 credits)	Random Processes and Applications	<i>Prerequisite: MATH 263 or MATH 309 or (MATH 231 &amp; MATH 205 or MATH 241)</i>
<b>Total Credits Required: 21-23</b>		

\*Various topics can be offered under this course listing. Various Topics can be offered under this course number. It may be taken more than once if different topics are selected.)



# Management Major

<b>Major Track Courses: 5 courses (15 credit hours) - Choose 1 track</b>		
<b>Track 1: Managing Human Resources</b>		
MGT 333	Human Resource Management	<i>Prerequisite: MGT 043 or MGT 143</i>
MGT/SCM 328	Negotiations and Conflict Management	<i>Prerequisite: junior standing</i>
MGT 363**	Managing Diversity and Inclusion in the Workplace	<i>Prerequisite: junior standing</i>
<b>Plus 1 course from the following:</b>		
ECO 235	Labor Economics	<i>Prerequisite: ECO 001</i>
MGT 374	Societal Shifts	<i>Prerequisite: junior standing</i>
MGT 342*	Managing in the International Organization	<i>Prerequisite: junior standing</i>
<b>Diversity, Equity and Inclusion Concentration: both courses below:</b>		
MGT 379**	Bias in Individuals & Organizations	<i>Prerequisite: junior standing</i>
MGT 381**	Implementing & Evaluating Diversity, Equity, and Inclusion Programs	<i>Prerequisite: MGT 379</i>
<b>Track 2: Management Consulting</b>		
MGT/ENTP 306	Decision Making and Problem Solving in Business	<i>Prerequisite: junior standing</i>
MGT/SCM 328	Negotiations and Conflict Management	<i>Prerequisite: junior standing</i>
MGT 314	Business Consulting Practicum	<i>Prerequisite: MGT 306</i>
<b>Plus 2 courses from the following:</b>		
MGT 342*	Managing in the International Organization	<i>Prerequisite: junior standing</i>
MGT/GS 346*	International Business	<i>Prerequisite: junior standing</i>
MGT 374	Societal Shifts	<i>Prerequisite: junior standing</i>
MGT 333	Human Resource Management	<i>Prerequisite: MGT 043 or MGT 143</i>
FIN 328	Corporate Financial Policy	<i>Prerequisite: FIN 125</i>
ENTP/MKT 319	Development and Marketing of New Products	<i>Prerequisite: MKT 111</i>
MGT 363**	Managing Diversity and Inclusion in the Workplace	<i>Prerequisite: junior standing</i>
BIS 335	Application Development for Business	<i>Prerequisites: BIS 111</i>
ENTP 304	Technology and Software Ventures	<i>Prerequisite: ENTP 101 or CSE 002 or BIS 111</i>

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<b>Track 3: Entrepreneurship and Innovation</b>		
MGT/ENTP 201	Entrepreneurship and Enterprise	<i>Prerequisite: ENTP 101 or MGT 043 or MGT 143</i>
MGT/ENTP 302	Corporate Entrepreneurship and Innovation	<i>Prerequisite: ENTP 101 or MGT 043 or MGT 143</i>
MGT/ENTP 311	The Garage: Launching Entrepreneurial Ventures I	<i>Prerequisite: ENTP 101 or MGT 043 or MGT 143</i>
<b>Plus 2 courses from the following:</b>		
MGT/SCM 328	Negotiations and Conflict Management	<i>Prerequisite: junior standing</i>
MGT/GS 346*	International Business	<i>Prerequisite: junior standing</i>
MGT/ENTP 312	The Garage: Launching Entrepreneurial Ventures II	<i>Prerequisite: ENTP 311</i>
MGT/ENTP 306	Decision Making and Problem Solving in Business	<i>Prerequisite: junior standing</i>
ENTP/MKT 319	Development and Marketing of New Products	<i>Prerequisite: MKT 111</i>
MGT 374	Societal Shifts	<i>Prerequisite: junior standing</i>
<b>Total Credits Required: 15</b>		
<p><b>*MGT 342:</b> Managing in the International Organization and <b>MGT 346:</b> International Business both fulfill the College of Business Global Requirement</p> <p><b>**MGT 363:</b> Managing Diversity &amp; Inclusion in the Workplace, <b>MGT 379:</b> Bias in Individuals and Organizations, and <b>MGT 381:</b> Implementing &amp; Evaluating Diversity, Equity, and Inclusion Programs fulfill the College of Business Diversity Requirement</p>		

## Marketing Major

<b>Required: 3 courses (9 credits)</b>		
MKT 311	Consumer Behavior	<i>Prerequisite: MKT 111</i>
MKT 312	Marketing Research	<i>Prerequisite: ECO 045 &amp; MKT 111</i>
MKT 387	Marketing Strategy	<i>Prerequisite: MKT 311, MKT 312, &amp; senior standing</i>
<b>Elective courses (9 credit hours) from the following:</b>		
MKT 313	Advertising and Sales Promotion Strategy	<i>Prerequisite: MKT 111</i>
MKT 314	Digital and Social Media	<i>Prerequisite: MKT 111</i>
MKT 319	Development and Marketing of New Products	<i>Prerequisite: MKT 111</i>
MKT 320	Global Marketing	<i>Prerequisite: MKT 111</i>
MKT/ECO 325	Consumer Insights through Data Analysis	<i>Prerequisite: MKT 111 &amp; ECO 146</i>
MKT 326	Marketing Analytics in a Digital Space	<i>Prerequisite: MKT 111</i>
MKT 327	Retail Marketing	<i>Prerequisite: MKT 111</i>
MKT 330	Professional Selling	<i>Prerequisite: MKT 111</i>
MKT 332	Sales Management	<i>Prerequisite: MKT 111</i>
MKT 347	Strategic Brand Management	<i>Prerequisite: MKT 111</i>
MKT 366	Services Retailing and Marketing	<i>Prerequisite: MKT 111</i>
MKT 371	Directed Readings	<i>Prerequisite: Department chair</i>
MKT 372	Special Topics	<i>Prerequisite: Department chair</i>
<b>Total Credits Required: 18</b>		

## Supply Chain Management (SCM) Major

<b>Required: 6 courses (18 credits)</b>		
SCM 309	Supply, Cost, and Risk Management	<i>Prerequisite: SCM 186</i>
SCM 330	Analytics for Service Operations	<i>Prerequisite: SCM 186 and BIS 044</i>
SCM 340	Demand and Supply Chain Planning	<i>Prerequisite: SCM 186</i>
SCM 345	Analytical Approaches to Supply Chain Management	<i>Prerequisites: SCM 186, BIS 111, and junior standing</i>
SCM/BIS 342	e-Business Enterprise Applications	<i>Prerequisite: BIS 111</i>
SCM 354	Integrated Logistics and Transportation Management	<i>Prerequisite: junior standing</i>
<b>Total Credits Required: 18</b>		