



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

Cohort entering 2018-19

- One CBE major required; second CBE major optional
- Minimum GPA of 2.0 in major 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	Management	15
Business Info Systems	18	Marketing	18
Economics	15	Supply Chain Management	18
Finance	21-23		

### Additional Options for Specialization:

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

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

#### Certificate Programs

- Business Analytics
- International Business

#### Certifications Through the Financial Services Lab

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

# 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> <i>Choose 1 track and take all 3 courses in that track</i>		
<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>(Prerequisite: Acct 316)</i>
<b>Track 2: Financial Services and Corporate Accounting</b>		
<b>FIN 323</b>	Investments	<i>(Prerequisite: Fin 125)</i>
<b>FIN 328</b>	Corporate Financial Policy	<i>(Prerequisite: Fin 125)</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 Technology</b>		
<b>ACCT 320</b>	Fundamentals of Auditing	<i>(Prerequisites: Acct 311 &amp; Acct 315)</i>
<b>ACCT 330</b>	Accounting Data and Analytics	<i>(Prerequisite: Eco 045 or equivalent)</i>
<b>One 300-level BIS course</b>		

**Total Credits Required: 21**

# Business Information Systems (BIS) Major

<b>Required: 3 courses (9 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 111)</i>
<b>BIS 335</b>	Application Development for Business	<i>(Prerequisite: BIS 111)</i>
<b>Elective Courses: 3 courses (9 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 344</b>	Cloud Computing for Business	<i>(Prerequisite: BIS 311)</i>
<b>BIS 348</b>	Predictive Analytics in Business	<i>(Prerequisites: BIS 111 &amp; Eco 045)</i>
<b>BIS 352</b>	Advanced Topics in Business Analytics	<i>(Prerequisites: BIS 111 &amp; Eco 045 or Math 012 or Math 231)</i>
<b>BIS 372</b>	Special Topics in Information Systems	
<b>ENTP 304</b>	Technology and Software Ventures	<i>(Prerequisites: ENGR 010 or CSE 002 or BIS 111)</i>

**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**

# Finance Major

<b>Required: 2 courses (6 credits):</b>	
<b>FIN 323</b>	Investments <i>(Prereq: Fin 125)</i>
<b>FIN 328</b>	Corporate Financial Policy <i>(Prereq: Fin 125)</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 (various topics can be offered under this course listing) <i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 336</b>	Real Estate Finance (cannot be used as a depth requirement when following the Real Estate Track) <i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 377</b>	Advanced Topics—Investments (various topics can be offered under this course listing) <i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>Breadth Requirements: Select 2 breadth electives within one of the following 6 breadth tracks: (3 breadth electives for the Real Estate track*)</b>	
<b>Track 1: Financial Analysis (6 credits)</b>	
<b>ACCT 315</b>	Intermediate Accounting I <i>(Prereq: Acct 152)</i>
<b>ACCT 316</b>	Intermediate Accounting II <i>(Prereq: Acct 315)</i>
<b>Track 2: Financial Marketing (6 credits) -- choose 2 courses</b>	
<b>MKT 312</b>	Marketing Research <i>(Prereqs: Mkt 111 &amp; Eco 045)</i>
<b>MKT 319</b>	Development and Marketing of New Products <i>(Prereq: Mkt 111)</i>
<b>MKT 320</b>	Global Marketing <i>(Prereq: Mkt 111)</i>
<b>MKT/ECO 325</b>	Consumer Insights through Data Analysis <i>(Prereqs: Mkt 111 &amp; Eco 146)</i>
<b>MKT 332</b>	Sales Management <i>(Prereq: Mkt 111)</i>
<b>Track 3: Analytical Finance (6-8 credits) – choose 2 of the following courses</b>	
<b>ISE 316</b>	Optimization Models and Applications <i>(Prereq: ISE 220)</i>
<b>ISE 339</b>	Stochastic Models and Applications <i>(Prereq: ISE 220)</i>
--or-- <b>MATH 310</b>	Random Processes and Applications <i>(Prereq: Math 231 or Math 309)</i>
<b>MATH 205</b>	Linear Methods <i>(Prereq: Math 022)</i>
--or-- <b>MATH 242</b>	Linear Algebra <i>(Prereq: Math 022)</i>
<b>MATH 231</b>	Probability and Statistics <i>(Prereq: Math 022)</i>
--or-- <b>MATH 309</b>	Theory of Probability <i>(Prereq: Math 023)</i>

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## Finance Major (continued)

<b>Track 4: Financial Economics (6 credits) – take 1 course from each group</b>		
<b>ECO 209</b> --or--	Comparative Economic Systems	<i>(Prereq: Eco 001)</i>
<b>ECO 322</b> --or--	Competitor and Market Analysis	<i>(Prereqs: Math 021/081, Eco 045, &amp; Eco 146)</i>
<b>ECO 328</b> --or--	Electricity Economics	<i>(Prereqs: Eco 001 &amp; Math 023 or Eco 146)</i>
<b>ECO 333</b> --or--	The Economics of Business Decisions	<i>(Prereqs: Eco 045, Eco 146, &amp; Math 021/031/051/081/076)</i>
<b>ECO 336</b> --or--	Business and Government	<i>(Prereq: Eco 105 or Eco 146)</i>
<b>ECO 353</b>	Public Economics	<i>(Prereq: Eco 146)</i>
<b>ECO 203</b> --or--	Microfinance: Financial Inclusion for the Poor	<i>(Prereqs: Eco 001 &amp; instructor permission)</i>
<b>ECO 303</b> --or--	Economic Development	<i>(Prereq: Eco 105 or Eco 146)</i>
<b>ECO 339</b> --or--	International Trade	<i>(Prereq: Eco 105 or Eco 146)</i>
<b>ECO 340</b>	International Finance	<i>(Prereq: Eco 119)</i>
<b>Track 5: Real Estate (7 credits) – must take all 3 courses*</b>		
<b>FIN 336</b>	Real Estate Finance	<i>(Prereqs: Fin 323 &amp; 328)</i>
<b>IPRE 347</b>	Practicum in Real Estate I	
<b>IPRE 348</b>	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>		
<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 (various topics)	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 336</b>	Real Estate Finance	<i>(Prereqs: Fin 323 &amp; Fin 328)</i>
<b>FIN 377</b>	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>(Prerequisite: Fin 125)</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:**

- In BUS 001/002 (Introduction to Business in a Global Environment), attend major information sessions and choose from a variety of professional development programs.
- 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.
- 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://whatcanidowiththismajor.com/info.html>).
- Explore your Handshake account to seek career paths, industries, and professions.
- Talk to faculty to learn more about the majors that interest you.
- Attend the Majors Fair.