



**LEHIGH**  
UNIVERSITY

**College of  
Business**

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

Cohort entering 2023-24

- 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

# 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>		
<b><i>Choose 1 track and take all 3 courses in that track</i></b>		
<b>Track 1: Public Accounting Assurance and Tax Services</b>		
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>		
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>		
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 330	Analytics for Service Operations	<i>Prerequisite: SCM 186 and BIS 044</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

Required: 3 courses (9 credits)		
BIS 311	Managing Information Systems Analysis and Design	<i>Prerequisite: BIS 111</i>
BIS 324	Business Data Management	<i>Prerequisite: BIS 111</i>
BIS 335	Application Development for Business	<i>Prerequisite: BIS 111</i>
Elective courses (9 credit hours) from the following:		
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)</b>		
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: -12 credits from the following lists -At least one course from each list -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 029 (or ECO 119 or ECO 229) and ECO 146</i>
ECO 339		
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> )	Prerequisite (that may be taken concurrently): ECO 119
ECO 203	Microfinance: Financial Inclusion for the Poor	Prerequisite: ECO 001
ECO 234	The Economics of Gender and Race	Prerequisite: ECO 001
ECO 247	Sabermetrics	Prerequisites: ECO 001 and ECO 045 or PSYC 110 or ISE 111 or CEE 012 or MATH 231 or MATH 012
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> )	Prerequisite: ECO 146
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> )	Prerequisite: ECO 001
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> )	Prerequisite: ECO 119 or ECO 146 or ECO 157
ECO 301	Econometric Software	
ECO 314	Energy Economics	Prerequisite: ECO 146
ECO 324	The Economics of the Sports Industry	Prerequisites: ECO 146 and ECO 045 or MATH 012 or MATH 231 or ISE 111
ECO 325	Consumer Insights through Data Analysis	Prerequisites: MKT 111 and ECO 146
ECO 328	Electricity Economics	Prerequisites: ECO 001 and MATH 023 or ECO 146
ECO 333	The Economics of Business Decisions	Prerequisites: ECO 146, ECO 045 (or MATH 012 or MATH 231 or ISE 111), and MATH 081 (or 021 or 076)
ECO 335	Cost-Benefit Analysis	Prerequisite: ECO 146
ECO 336	Antitrust, Regulation, and the New Economy	Prerequisite: ECO 146
ECO 342	Economic Development in China	Prerequisite: ECO 303 or ECO 304
ECO 345	Political-Economy of Iraq	Prerequisite: ECO 303 or ECO 304 or IR 225
ECO 357	Econometrics	Prerequisites: ECO 119 or ECO 146 and ECO 157
ECO 360	Time Series Analysis	Prerequisites: ECO 157
ECO 362	Martindale Research Seminar ( <i>students can apply, at most, 3 credits earned in this course toward the elective requirement</i> )	
ECO 366	Quantitative Market Analysis ( <i>students can apply, at most, 3 credits earned in this course toward the elective requirement</i> )	Prerequisites: ECO 146 and ECO 357 or ECO 157
ECO 367	Applied Microeconometrics	Prerequisite: ECO 357 or ECO 157

ECO 371	Special Topics in Economics	<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 (may be taken more than once if different topics are selected)	<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 (may be taken more than once if different topics are selected)	<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	Prerequisite: MATH 263 or MATH 309 or (MATH 231 & MATH 205 or MATH 241)
<b>Total Credits Required: 21-23</b>		

## 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	Prerequisite: MGT 043 or MGT 143
MGT/SCM 328	Negotiations and Conflict Management	Prerequisite: junior standing
MGT 363**	Managing Diversity and Inclusion in the Workplace	Prerequisite: junior standing
<b>Plus 2 courses from the following:</b>		
ECO 235	Labor Economics	Prerequisite: ECO 001
MGT 342	Managing in International Organization	Prerequisite: junior standing
MGT 374	Societal Shifts	
	DEI CONCENTRATION (Must take the two courses below)	
MGT 379	Bias in Individuals & Organizations	
MGT 381	Implementing & Evaluating DEI Programs	Prerequisites MGT 379
<b>Track 2: Management Consulting</b>		
MGT/ENTP 306	Decision Making and Problem Solving in Business	Prerequisite: junior standing
MGT 314	Business Consulting Practicum	Prerequisite: MGT 306
MGT/SCM 328	Negotiations and Conflict Management	Prerequisite: junior standing
<b>Plus 2 courses from the following:</b>		
MGT 342*	Managing in the International Organization	Prerequisite: junior standing
MGT/GS 346*	International Business	Prerequisite: junior standing
MGT 333	Human Resource Management	Prerequisite: MGT 043 or MGT 143
FIN 328	Corporate Financial Policy	Prerequisite: FIN 125
ENTP/MKT 319	Development and Marketing of New Products	Prerequisite: MKT 111
MGT 374	Societal Shifts	
MGT 363**	Managing Diversity and Inclusion in the Workplace	Prerequisite: junior standing
BIS 335	Web Application Development	
ENTP 304	Technology and Software Ventures	Prerequisite: ENTP 101 or CSE 002 or BIS 111

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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 328	Negotiations and Conflict Management	<i>Prerequisite: junior standing</i>
MGT/GS 346*	International Business	<i>Prerequisite: junior standing</i>
MGT 374	Societal Shifts	
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>
<b>Total Credits Required: 15</b>		
<p>*<b>MGT 342:</b> Managing in the International Organization and MGT 346: International Business both fulfill the College of Business Global Requirement</p> <p>**<b>MGT 363:</b> Managing Diversity &amp; Inclusion in the Workplace fulfills 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 BUAN 044</i>
SCM 340	Demand and Supply Chain Planning	<i>Prerequisite: SCM 186</i>
SCM 354	Integrated Logistics and Transportation Management	<i>Prerequisite: junior standing</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>
<b>Total Credits Required: 18</b>		