



# College of Business

## LEHIGH UNIVERSITY

### B.S., Business and Economics Major Components

Cohort entering 2025-26

- 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

- International Business

# Accounting Major

Required: 4 courses (12 credits) - typically taken junior year		
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	Advanced Managerial Accounting	<i>Prerequisite: ACCT 152</i>
Concentrations: 3 courses (9 credit hours) - typically taken senior year Choose 1 track and take all 3 courses in that track		
Track 1: Public Accounting Assurance and Tax Services		
ACCT 307	Fundamentals of Federal Income Taxation	<i>Prerequisite: ACCT 151 &amp; senior standing</i>
ACCT 320	Fundamentals of Auditing	<i>Prerequisite: (ACCT 311 or CSB 311) &amp; ACCT 315</i>
ACCT 317	Advanced Financial Accounting	<i>Prerequisite: ACCT 316</i>
Track 2: Financial Services and Corporate Accounting		
FIN 323	Investments	<i>Prerequisite: FIN 125 and (ECO 045 or BSTA 101 or MATH 231 or ISE 111) and (MATH 021 or MATH 031 or MATH 062 or MATH 076 or MATH 081)</i>
FIN 328	Corporate Financial Policy	<i>Prerequisite: FIN 125 and (ECO 045 or BSTA 101 or MATH 231 or ISE 111) and (MATH 021 or MATH 031 or MATH 062 or MATH 076 or MATH 081)</i>
ACCT 318	Analysis of Financial Statements	<i>Prerequisite: ACCT 316; can be taken concurrently and open only to graduating seniors</i>
Track 3: Information Technology		
ACCT 320	Fundamentals of Auditing	<i>Prerequisite: (ACCT 311 or CSB 311) &amp; ACCT 315</i>
ACCT 330	Accounting Data and Analytics	<i>Prerequisite: (ECO 045 or MATH 231) and ACCT 152</i>
One 300-level BIS course		
<b>Total Credits Required: 21</b>		

# Business Analytics (BUAN) Major

Required: 4 courses (12 credits)		
BIS 324	Business Data Management	<i>Prerequisite: BIS 111</i>
BUAN 348	Predictive Analytics in Business	<i>Prerequisites: (BUAN 044 or BIS 044) &amp; (ECO 045 or MATH 012 or MATH 231)</i>
BUAN 352	Business Analytics and Modelling	<i>Prerequisites: (BUAN 044 or BIS 044) &amp; (ECO 045 or MATH 012 or MATH 231)</i>
BUAN 357	Artificial Intelligence for Business	<i>Prerequisites: (ECO 045 or MATH 012 or MATH 231) &amp; (BUAN 044 or BIS 044 or BIS 335 or CSE 002 or CSE 012 or CSE 007 or CSE 003)</i>
Elective courses (6 credit hours) from the following:		
BIS 335	Application Development for Business	<i>Prerequisite: BIS 111</i>
BUAN 315	Introduction to Generative AI	<i>Prerequisite: BIS 111</i>
BUAN 346	Python Applications for Business	<i>Prerequisite: BIS 111 or BUAN 044 or BIS 044</i>
BUAN 368	AI Strategy and Management	<i>Prerequisite: BIS 111</i>
SCM 330	Analytics for Service Operations	<i>Prerequisite: SCM 186 and (BIS 044 or BUAN 044)</i>
SCM 345	Analytical Approaches to Supply Chain Management	<i>Prerequisites: SCM 186, BIS 111, and junior standing</i>
ACCT 330	Data Analytics and Artificial Intelligence in Accounting	<i>Prerequisite: (ECO 045 or MATH 231) and ACCT 152. Credit will not be given for both ACCT 330 and ACCT 430.</i>
ECO 301	Econometric Software	
ECO 357	Econometrics	<i>Prerequisites: (ECO 119 or ECO 146) and (BSTA 101 or 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 and Artificial Intelligence in the 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: ACCT 311 or CSB 311 or 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 CSE 007 or BIS 111</i>
<b>Total Credits Required: 18</b>		

# Economics Major

Required: Common Economics Core (2 courses, 6 credits)		
ECO 119 AND ECO 146	Intermediate Macroeconomic Analysis AND Intermediate Microeconomic Analysis (One will apply towards core, and one course will apply towards major)	<i>Prerequisites: ECO 001 and (MATH 021 or MATH 031 or MATH 051 or MATH 081 or (MATH 075 and MATH 076)</i>
Required: Quantitative Economics Core (1 course, 3 credits)		
ECO 157	Statistical Methods II	<i>Prerequisites: ECO 045 or MATH 012 or MATH 231 or (BSTA 101 and BSTA 102)</i>
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		
Field Courses		
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 303	Economic Development	<i>Prerequisite: ECO 119 or ECO 146</i>
ECO 304	Economic Growth	<i>Prerequisite: ECO 119</i>
ECO 310	Environmental and Resource Economics	<i>Prerequisite: ECO 146 or (ECO 001 and MATH 023)</i>
ECO 312	Mathematical Economics	<i>Prerequisites: ECO 146 and MATH 022</i>
ECO 322	Competitor and Market Analysis	<i>Prerequisites: ECO 146</i>
ECO 338	International Economics	<i>Prerequisites: (ECO 119 or ECO 229) and ECO 146</i>
ECO 339	International Trade	<i>Prerequisite: 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 021 or MATH 031 or MATH 051 or MATH 081 or (MATH 075 and MATH 076))</i>
ECO 363	Labor Economics	<i>Prerequisite: ECO 146</i>
ECO 365	Business, Government, and Macroeconomic Policy	<i>Prerequisites: ECO 229 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. Department permission required.</i> )	Prerequisite (that may be taken concurrently): ECO 119
ECO 203	Inclusive Finance and Economic Development	Prerequisite: ECO 001
ECO 234	The Economics of Gender and Race	Prerequisite: ECO 001
ECO 259	Project Evaluation 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 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, &amp; ECO 274. 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 and (ECO 045 or MATH 012 or MATH 231 or ISE 111) and (MATH 021 or MATH 031 or MATH 051 or MATH 081 or (MATH 075 and MATH 076))
ECO 335	Cost-Benefit Analysis	Prerequisite: ECO 146
ECO 336	Antitrust, Regulation, and the New Economy	Prerequisite: ECO 146
ECO 342	The Chinese Economy - A Comprehensive Study	Prerequisite: ECO 119 or ECO 146
ECO 345	Political Economy of Iraq	Prerequisite: ECO 119 or ECO 303 or ECO 304 or IR 225
ECO 357	Econometrics	Prerequisites: (ECO 119 or ECO 146) and (BSTA 101 or 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> )	Department permission is required.
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 157 or ECO 357)
ECO 367	Applied Microeconometrics	Prerequisite: ECO 357 or ECO 157
ECO 371	Special Topics in Economics	Prerequisite: ECO 146 or ECO 119
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

Required: 2-Course Foundation Requirement (6 credits)		
FIN 323	Investments	<i>Prerequisite: FIN 125 and (ECO 045 or BSTA 101 or MATH 231 or ISE 111) and (MATH 021 or MATH 031 or MATH 062 or MATH 076 or MATH 081)</i>
FIN 328	Corporate Financial Policy	<i>Prerequisite: FIN 125 and (ECO 045 or BSTA 101 or MATH 231 or ISE 111) and (MATH 021 or MATH 031 or MATH 062 or MATH 076 or MATH 081)</i>
5-Course Elective Requirement: Choose 5 courses from the following, at least 3 of which must have a FIN prefix (15-17 credits):		
FIN 332	Security Analysis and Portfolio Management	<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 Markets, 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]. Provisional courses, except offerings by the Finance Department, are not acceptable as electives.	
ECO XXX	Any 200 level (or higher) Economics course of at least 3 credits [except ECO 201, 259, 273, 274, 300, 362, 371, and 389]. Provisional courses, except offerings by the Finance Department, are not acceptable as electives.	
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 or IE 111</i>
ISE 339	Stochastic Models and Applications	<i>Prerequisite: ISE 230</i>
MATH 205	Linear Methods	<i>Prerequisite: MATH 022 or MATH 082</i>
MATH 231	Probability and Statistics	<i>Prerequisite: MATH 022 or MATH 052 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 (Not available for credit to students who have completed (MATH 231 and MATH 264) or MATH 309. Cannot be taken concurrently to MATH 309.)	<i>Prerequisite: MATH 022 or MATH 032 or MATH 052 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>		

# Management Major

Major Track Courses: 5 courses (15 credit hours) - Choose 1 track		
Track 1: Managing Human Resources		
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
Plus 2 courses from the following:		
MGT 342*	Managing in the International Organization	Prerequisite: junior standing
MGT 374	Societal Shifts	
	<b>DEI CONCENTRATION (Must take the two courses below)</b>	
MGT 379**	Bias in Individuals & Organizations	
MGT 381**	Implementing & Evaluating DEI Programs	Prerequisites MGT 379
Track 2: Management Consulting		
MGT/ENTP 306	Decision Making and Problem Solving in Business	Prerequisite: junior standing
MGT 314	Business Consulting Practicum	Prerequisite: MGT 306 or ENTP 306
MGT/SCM 328	Negotiations and Conflict Management	Prerequisite: junior standing
Plus 2 courses from the following:		
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 and (ECO 045 or BSTA 101 or MATH 231 or ISE 111) and (MATH 021 or MATH 031 or MATH 062 or MATH 076 or MATH 081)
ENTP/MKT 319	Innovation 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	Application Development for Business	Prerequisite: BIS 111
ENTP 304	Technology and Software Ventures	Prerequisite: ENTP 101 or CSE 007 or BIS 111

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Track 3: Entrepreneurship and Innovation		
ENTP/ MGT 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>
ENTP/MGT 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 374	Societal Shifts	
MGT/ENTP 312	The Garage: Launching Entrepreneurial Ventures II	<i>Prerequisite: ENTP 311</i>
ENTP/ MGT 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>		
* <b>MGT 342 &amp; MGT 346</b> both fulfill the College of Business Global Requirement		
** <b>MGT 363, MGT 379, &amp; MGT 381</b> fulfill the College of Business Diversity Requirement		

# Marketing Major

Required: 3 courses (9 credits)		
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>
Elective courses (9 credit hours) from the following:		
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	Innovation 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 and Artificial Intelligence in the 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 211 or MKT 111</i>
MKT 347	Strategic Brand Management	<i>Prerequisite: MKT 111</i>
MKT 366	Services Marketing and Innovation	<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

Required: 6 courses (18 credits)		
SCM 309	Supply, Cost, and Risk Management	<i>Prerequisite: SCM 186 or MGT 186</i>
SCM 330	Analytics for Service Operations	<i>Prerequisite: SCM 186 and (BIS 044 or BUAN 044)</i>
SCM 340	Demand and Supply Chain Planning	<i>Prerequisite: MGT 186 or 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>		