

Business Major Options - Fall 2021

Accounting (ACCT)				29 credits
ACCT	208	S	Financial Accounting Cycle (J-Term & May Term)(ACCT 206 w/C)	2
ACCT	301	B	Intermediate Accounting I (ACCT 207 w/C and ACCT 208 w/C)	3
ACCT	302	B	Intermediate Accounting II (ACCT 301 w/C)	3
ACCT	303	F	Cost Management (ACCT 207 w/C)	3
ACCT	304	S	Advanced Cost Management (ACCT 303 w/C)	3
ACCT	305	B	Accounting Information Systems (ACCT 301 and INFO SYS 311)	3
ACCT	401	B	Auditing (ACCT 302 w/C and ACCT 305 w/C)**	3
ACCT	403	F	Federal Income Taxation (ACCT 301 w/C)**	3
ACCT	404	B	Advanced Federal Income Taxation (ACCT 403 w/C)**	3
ACCT	405	F	Government and Non-for-Profit Accounting (ACCT 302 w/C)**	3
**Students must maintain a 2.5 grade point average in all accounting courses of record to be eligible for 400 level accounting courses.				
NOTE: Students must obtain a 2.5 grade point average and a minimum grade of C in all accounting courses of record at graduation (except ACCT 206, ACCT 207 and ACCT 402, if taken). A minimum of 9 units (crs.) of 300 level and 9 units (crs.) of 400 level courses must be taken at UW Oshkosh in Accounting.				

Economics (ECON)				21 credits
ECON	329	B	Intermediate Micro Theory * (ECON 201/204 w/C and ECON 202/206 w/C) and (MATH 206 or MATH 171)	3
ECON	331	B	Intermediate Macro Theory * (ECON 201/204 w/C and ECON 202/206 w/C) and (MATH 206 or MATH 171)	3
Plus three credits from:				
ECON	472	B	Time Series Analysis and Forecasting * ** (ECON 210 w/C or MATH 301 w/C)	3
ECON	473	B	Econometric Methods * ** (ECON 210 w/C or MATH 301 w/C)	3
ECON	475	S	Predictive Analytics * ** (ECON 210 w/C or MATH 301 w/C)	3
Plus six credits of Econ courses (300/400 level + 400 level)				
ECON				3
ECON	4XX			3
Plus six credit of upper level COB DEPT. 300/400 elective				
				3
				3
**Courses can only be used to fulfill one requirement.				

Finance (FINANCE)				18 credits
FINANCE	333	B	Financial Markets (FINANCE 331 w/C- and c/MHR 381)	3
FINANCE	334	B	Investment Management (FINANCE 331 w/C- and c/MHR 381)	3
FINANCE	335	B	International Finance (FINANCE 331 w/C- and c/MHR 381)	3
FINANCE	436	B	Advanced Financial Management (FINANCE 334 or FINANCE 431) and (MHR 381 w/C-)	3
Plus six credits from:				
ACCT	301	F	Intermediate Accounting I (ACCT 207 w/C and ACCT 208 w/C)	3
ACCT	303	F	Cost Management (ACCT 207 w/C)	3
FINANCE	340	B	Risk Management and Insurance (FINANCE 331 w/C- or ECON 210 w/C- or MATH 171 w/C- or MATH 201 w/C-)	3
FINANCE	351	B	Financial Planning and Risk Management (FINANCE 331 w/C-)	3
FINANCE	431	B	Financial Statement Analysis (FINANCE 331 w/C- and c/MHR 381)	3
FINANCE	434		Security Analysis (ACCT 208 w/C- and FINANCE 334)	3
FINANCE	438	B	Student Managed Endowment Fund**	3
**Must apply for admission to course, repeatable credit.				

Human Resource Management (MHR)				24 credits
MHR	382	B	Employee Relations * (MHR 351 and MHR 361)** and (ECON 210 w/C or MATH 301 w/C) *	3
MHR	383	S	HR Staffing and Planning * (MHR 351 and MHR 361)** and (ECON 210 w/C or MATH 301 w/C) *	3
MHR	384	F	Training and Development * (MHR 351 and MHR 361)**	1.5
MHR	385	S	Occupational Safety and Health * (MHR 351 and MHR 361)**	1.5
MHR	386	F	Compensation Management * (MHR 351 and MHR 361)** and (ECON 210 w/C or MATH 301 w/C) *	3
MHR	387	S	Benefits Administration * (MHR 351 and MHR 361)**	1.5
MHR	388	F	HR Information and Metrics * (MHR 351 and MHR 361)** and (ECON 210 w/C or MATH 301 w/C) *	1.5
MHR	453	B	Managing Change^	3
**Non-BBA majors may substitute PSYCH 101 or SOC 101 for MHR 351				
*Non-BBA majors may substitute PSYCH 203 or SOC 281 w/B or better for ECON 210				
Plus six credit of upper level COB DEPT. 300/400 elective				
				3
				3

F=Fall term only, S=Spring term only, B=Both Fall & Spring terms

A 2.0 GPA is required across major courses except where noted

* - These courses can be taken with 44 credits earned

^ - These courses have the following prerequisites:

- Final semester
- Admitted to the College of Business
- c/BUS 340 or 442
- Graduation application on file

Business Major Options - Fall 2021

Information Systems (INFO SYS)				27-32 credits
<i>One of the following:</i>				
INFO SYS	201	F	Intro to Business Application Development <i>(MATH 104 or MATH 106 or MATH 171 or MATH 204 or MATH 206, not for students who took CS 271)</i>	3
COMP SCI	221	B	OO Design & Programming I <i>(MATH 104 or 108 or 206 w/C) or (CS 142) or placement to MATH 171</i>	3
REQUIRED COURSES				
INFO SYS	314	F	Systems Analysis and Design <i>(c/INFO SYS 311 or CS 271)</i>	3
INFO SYS	315	S	Database Systems in Business <i>(INFO SYS 311) or (MHR 381) or (CS 271 w/C)</i>	3
INFO SYS	316	S	Network and Data Communications <i>(INFO SYS 311 w/C or CS 271 w/C)</i>	3
INFO SYS	318	S	Agile Application Development C# <i>(INFO SYS 201 w/C or CS 221 w/C)</i>	3
INFO SYS	417	S	IS Strategy and Management <i>(INFO SYS 314, INFO SYS 315, INFO SYS 318 and ^)</i>	3
Plus a chosen emphasis listed below:				
Business Analysis Emphasis				9 credits
COMM	214	B	Interpersonal Speech Communication (XC) <i>(or COMM 213)</i>	3
INFO SYS	414	F	Business Analysis <i>(INFO SYS 311)</i>	3
<i>Plus three credits from:</i>				
COMM	318		Intercultural Communication (ES) <i>(Comm 104 and c/COMM 213/214) or (instructor consent)</i>	3
COMM	416		Managerial Communication <i>(COMM 104 and COMM 280) or (c/COMM 368) or (instructor consent)</i>	3
INFO SYS	481	F	Strategic IS Project Management <i>(complete 4 core courses)</i>	3
MHR/EGRT	360	B	Engineering Project Management *	3
APC	380		Project Management Techniques <i>(APC 370) (approval needed)</i>	3
Cybersecurity Emphasis				9 credits
INFO SYS	411	S	Enterprise Security Management <i>(INFO SYS 311)</i>	3
INFO SYS	412	F	Barbarians at the Gates: Securing the Network <i>(INFO SYS 311 and INFO SYS 316)</i>	3
<i>Plus three credits from:</i>				
APC	380		Project Management Techniques <i>(APC 370)</i>	3
COMP SCI	326		Computer Security <i>(COMP SCI 212 w/C and COMP SCI 271 w/C)</i>	3
COMP SCI	361		Database Systems <i>(COMP SCI 212 w/C and COMP SCI 271 w/C)</i>	3
INFO SYS	414	S	Business Analysis <i>(INFO SYS 311)</i>	3
INFO SYS	432	F	Agile Web Design and Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 221)</i>	3
INFO SYS	433	S	Mobile Application Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 262)</i>	3
INFO SYS	445	F	Intro to Enterprise Res Planning Systems <i>(INFO SYS 311)</i>	3
INFO SYS	481	F	Strategic IS Project Management <i>(complete 4 core courses)</i>	3
MHR/EGRT	360	B	Engineering Project Management *	3
Enterprise Resource Planning (ERP) Emphasis				9 credits
INFO SYS	445	F	Intro to Enterprise Res Planning Systems <i>(INFO SYS 311)</i>	3
INFO SYS	446	S	Enterprise Res Planning Systems <i>(INFO SYS 445)</i>	3
<i>Plus three credits from:</i>				
ACCT	305	S	Accounting Information Systems <i>(ACCT 301 and INFO SYS 311)</i>	3
INFO SYS	481	F	Strategic IS Project Management <i>(complete 4 core courses)</i>	3
MHR/EGRT	360	B	Engineering Project Management *	3
Web & Mobile Development Emphasis				9 credits
INFO SYS	432	F	Agile Web Design and Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 221)</i>	3
INFO SYS	433	S	Mobile Application Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 262)</i>	3
<i>Plus three credits from:</i>				
COMP SCI	247		Intro to Usability <i>(CS 142 w/C or CS 221 w/C or INFO SYS 318 w/C)</i>	3
INFO SYS	350	F	E-Commerce Technology Mgmt <i>(INFO SYS 311) and (CS 125 or INFO SYS 201)</i>	3
INFO SYS	481	F	Strategic IS Project Management <i>(complete 4 core courses)</i>	3

Information Systems continued				12-14 credits
Computer Science Emphasis				12-14 credits
INFO SYS	432	F	Agile Web Design and Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 221)</i>	3
INFO SYS	433	S	Mobile Application Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 262)</i>	3
<i>Plus two courses from:</i>				
COMP SCI	251		Comp Architecture and Assembly Lang <i>(COMP SCI 221 w/C)</i>	3
COMP SCI	262		Object Oriented Design and Programming II <i>(MATH 108 w/C or higher math placement and COMP SCI 221 w/C)</i>	4
COMP SCI	271		Data Structures <i>(COMP SCI 262 w/C or CS majors c/COMP SCI 251)</i>	4
COMP SCI	341		Software Engineering I <i>(COMP SCI 271 or COMP SCI 262 w/ C and junior standing)</i>	3
COMP SCI	346		Web Software Development <i>(COMP SCI 262 w/C)</i>	3
COMP SCI	371		Computer Graphics <i>(COMP SCI 262 w/C) and (MATH 171 or MATH 206 w/C)</i>	3
Without Emphasis - need nine elective credits from:				
COMP SCI	247		Intro to Usability <i>(CS 142 w/C or CS 221 w/C or INFO SYS 318 w/C)</i>	3
INFO SYS	432	F	Agile Web Design and Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 221)</i>	3
INFO SYS	433	S	Mobile Application Development <i>(INFO SYS 315 or CS 361) and (INFO SYS 318 or CS 262)</i>	3
INFO SYS	445	F	Intro to Enterprise Res Planning Systems <i>(INFO SYS 311)</i>	3
INFO SYS	446	S	Enterprise Res Planning Systems <i>(INFO SYS 445)</i>	3
INFO SYS	474		Honors Thesis	3
INFO SYS	481	F	Strategic IS Project Management <i>(complete 4 core courses)</i>	3
Networking Technologies Emphasis				15 credits
<i>Note: this emphasis is offered in partnership with Fox Valley Technical College (FVTC) and will require courses taken at FVTC.</i>				
Required courses from FVTC		UWO Oshkosh Course Equivalent		
10-150-116 Network Infrastructure I		INFO SYS 230 Network Hardware Tech		
10-150-122 Network Infrastructure II		INFO SYS 231 Adv Network Hardware Tech		
10-150-150 Virtualization Technologies		INFO SYS 232 Virtualization Tech		
<i>Plus 6 credits from:</i>				
At least six credits of 300/400 level Information Systems courses previously not taken, at least three of which must be 400 level.				
NOTE: Students cannot earn both Computer Science & Web Presence emphasis				
Residency Requirement: INFO SYS 417 + nine 300/400 level INFORMATION SYSTEM credits must be taken at UWO.				

Interactive Web Management (IWM)				31 credits
CS	125	B	World Wide Web Site Development (XS)	3
CS	142	B	Introduction to Computer Science and Programming <i>(MATH 103 or PBIS 187 or PBIS 188 or PBIS 189 all w/C or qualified to enroll in MATH 104 or MATH 171)</i>	3
CS	247	F	Introduction to Usability <i>(CS 142 or CS 221 or INFO SYS 318 all w/C)</i>	3
INFO SYS	151	S	Creating the Digital Future	3
INFO SYS	350	F	E-Commerce Technology Mgmt <i>(INFO SYS 311) and (CS 125 or INFO SYS 201)</i>	3
INFO SYS	352	S	Technology Innovation <i>(INFO SYS 151 and INFO SYS 311)</i>	3
JOURNAL	221	B	Writing for the Media	3
JOURNAL	340	B	New and Emerging Media <i>(60 credits earned & JOURNAL 221)</i>	3
JOURNAL	440	B	Application of New and Emerging Media <i>(JOURNAL 340)</i>	3
MARKET or MARKET	363	B	Digital Marketing *	3
	428	S	Digital Marketing Analytics (possible fall interim) <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	3
BUS	488	B	Interactive Web Mgmt Portfolio Seminar**	1
**Senior standing (last semester of enrollment), official GPA of 2.5 or better or admitted to the COB, c/Bus 492 or 442 or Journalism 427 (internship) or Computer Science 399 (internship), and have submitted a graduation application.				

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Management (MHR)				24 credits
FINANCE	431	B	Financial Statement Analysis <i>(FINANCE 331 w/C- and c/MHR 381)</i>	3
MHR	373	B	Entrepreneurship *	3
MHR	375	B	Global Management *	3
<i>One of the following:</i>				
INFO SYS	481	F	Strategic IS Project Management <i>(complete 4 core courses)</i>	3
MHR	360	B	Engineering Project Management *	3
Plus 12 credits from a chosen concentration:				
International Business Concentration				
<i>Pick two of the following:</i>				
ECON	420	S	International Trade * <i>(ECON 201 w/C and ECON 202 w/C)</i>	3
FINANCE	335	B	International Finance <i>(FINANCE 331 w/C- and MHR 381 w/C-)</i>	3
MARKET	375	B	Global Marketing * <i>(MARKET 371)</i>	3
MHR	389		International HR Management * <i>(MHR 351 and MHR 361)</i>	3
<i>Pick one of the following:</i>				
BUS	494		International Study Tour	3
ECON	320		Economics of the Caribbean through Service Learning * <i>(ECON 101 or ECON 201 or ECON 202)</i>	3
ECON	386		Economics of Latin America * <i>(ECON 201 w/C and ECON 202 w/C)</i>	3
ECON	387		Economic and Social Development of Great Britain * <i>(ECON 101 w/C or ECON 201 w/C and ECON 202 w/C)</i>	3
ECON	388		Economics of Euro Integration * <i>(ECON 201 w/C or ECON 202 w/C)</i>	3
REQUIRED				
MHR	455	B	Strategic Management [^]	3
Family Business and Entrepreneurship Concentration				
<i>Pick one of the following:</i>				
MHR	372	S	Creativity and Innovation *	3
MHR	374		Social Entrepreneurship * <i>(MHR 373)</i>	3
MHR	475		Managing the Small Growing Business * <i>(6 core credits)</i>	3
<i>Complete six credits from one of the following functional areas:</i>				
Accounting:	ACCT 301, 305, 401, 403			
Finance:	FINANCE 333, 334, 335, 340, 351, 434, 436			
HR Management:	MHR 382, 383, 384, 385, 386, 387, 388			
Info Systems:	INFO SYS 314, 315, 316, 318, 410, 417, 432			
Marketing:	MARKET 363, 372, 374, 375, 376, 377, 418			
Supply Chain Mgmt:	SCM 342, 343, 344, 345, 445, 460			
REQUIRED				
MHR	454	B	Managing the Family and Closely-Held Business [^]	3
Project Management Concentration				
MARKET	374	B	Marketing Research <i>(MARKET 371 and MHR 381 w/C)</i>	3
MHR	490	S	Project Execution and Control * <i>Admitted to COB and (MHR 381) and (INFO SYS 481 or MHR 360)</i>	3
SCM	342	F	Supply Chain Modeling and Analysis <i>(c/SCM 341)</i>	3
<i>Pick one of the following:</i>				
MHR	455	B	Strategic Management [^]	3
BUS	486		Student Consulting Practice [^]	3

F=Fall term only, S=Spring term only, B=Both Fall & Spring terms

A 2.0 GPA is required across major courses except where noted

* - These courses can be taken with 44 credits earned

[^] - These courses have the following prerequisites:

- Final semester
- Admitted to the College of Business
- c/BUS 340 or 442
- Graduation application on file

Marketing (MARKET)				24 credits
MARKET	374	B	Marketing Research <i>(MARKET 371 and MHR 381 w/C)</i>	3
MARKET	375	B	Global Marketing * <i>(MARKET 371)</i>	3
MARKET	377	B	Consumer Behavior * <i>(MARKET 371)</i>	3
MARKET	473	B	Marketing Strategy <i>(MARKET 371 and 6 crs of 300/400 level Marketing courses)</i>	3
MARKET	477	B	Business Growth and Development [^]	3
Plus nine credits from a chosen emphasis OR electives listed below:				
Digital Marketing Emphasis				
MARKET	363	B	Digital Marketing *	3
MARKET	428	S	Digital Marketing Analytics (possible fall interim) <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	3
<i>Plus three credits from:</i>				
CS	125	B	World Wide Web Site Development	3
INFO SYS	350	F	E-Commerce Technology Management <i>(INFO SYS 311) and (CS 125 or INFO SYS 201)</i>	3
JOURNAL	251	B	Foundations of Multimedia Storytelling	3
MARKET	372	S	Retailing in the Digital World *	3
MARKET	376	B	Advertising and Social Media Marketing	3
Marketing Analysis & Insights Emphasis				
MARKET	418	B	Marketing Analytics <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	3
MARKET	428	S	Digital Marketing Analytics (possible fall interim) <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	3
<i>Plus three credits from:</i>				
ECON	472	B	Time Series Analysis and Forecasting * <i>(ECON 210 w/C or MATH 301 w/C)</i>	3
ECON	473	B	Econometric Methods * <i>(ECON 210 w/C or MATH 301 w/C)</i>	3
INFO SYS	315	S	Database Systems in Business <i>(INFO SYS 311) or (MHR 381) or (CS 271 w/C)</i>	3
POLI SCI	245		Political Methodology	3
RTF	349		Audience Research <i>(2.5 GPA and RTF 115) or (instructor consent for non RTF majors)</i>	3
Without Emphasis - need nine elective credits from:				
MARKET	363	B	Digital Marketing *	3
MARKET	372	S	Retailing in the Digital World *	3
MARKET	376	B	Advertising and Social Media Marketing	3
MARKET	379		Professional Sales	
MARKET	418	F	Marketing Analytics <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	3
MARKET	428	S	Digital Marketing Analytics (possible fall interim) <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	3
MARKET	474		Honors Thesis	3
Sales Emphasis (currently not being offered)				
MARKET	331		Fundamentals of Sales**	3
MARKET	335		Sales Management**	3
MARKET	338		Advanced Sales Topics**	3
**These courses must be enrolled in concurrently.				

Supply Chain Management (SCM)				18 credits
SCM	342	B	Supply Chain Modeling and Analysis <i>(c/SCM 341)</i>	3
SCM	343	F	Manufacturing Planning and Control Systems <i>(SCM 341)</i>	3
SCM	344	S	Supply Chain and Logistics Management <i>(SCM 341)</i>	3
SCM	345	B	Global Procurement and Strategic Sourcing <i>(c/SCM 341)</i>	3
SCM	445	S	Supply Chain Strategy and Analytics <i>(SCM 341)</i>	3
SCM	460	F	Quality Management and Six Sigma <i>(SCM 341)</i>	3
A 2.5 GPA is required in all supply chain management courses to graduate. **Or choose from SCM 441 or SCM 449 to fulfill elective credit				