

# College of Business Certificate Options | Fall 2021

These programs are open to all students (with some exceptions noted). A 2.5 combined grade point average, 60 credits earned and all course prerequisites are required for enrollment in the 300/400 courses unless otherwise noted. There is a limit of 21 credits in the 300/400 business courses without being admitted to the College of Business or a declared COLS Economics major.

## Business Analysis Certificate

**12 credits**

*Not available to Information Systems majors or minors.*

**Required Courses:**

- COMM 213/214 Interpersonal Speech Communication (XC) (3)\_\_\_  
 INFO SYS 311\* Essentials of Information Systems (3)\_\_\_  
 INFO SYS 414 Business Analysis (INFO SYS 311) (3)\_\_\_

**Plus three credits from:**

- INFO SYS 481 Strategic IS Project Mgmt (complete 4 core courses) (3)\_\_\_  
 MHR/EGRT 360\*\* Engineering Project Management (3)\_\_\_  
 APC 380 Project Management Techniques (w/ approval) (3)\_\_\_

## Business Analytics Certificate

**12 credits**

**Required Courses:**

- ECON 210^ Economic & Business Statistics (XM) (3)\_\_\_  
(MATH 104, 106, 108, 204, 206 or 171 w/C or qualified to enroll in MATH 106 or 171)

**Plus six credits from:**

- ECON 472\*\* Time Series Analysis & Forecasting (3)\_\_\_  
(ECON 210 w/C or MATH 301 w/C)^  
 ECON 473\*\* Econometric Methods (3)\_\_\_  
(ECON 210 w/C or MATH 301 w/C)^  
 ECON 475\*\* Predictive Analytics (3)\_\_\_  
(ECON 210 w/C or MATH 301 w/C)^

**Electives - Plus three credits from:**

- ECON 472\*\* Time Series Analysis (ECON 210 or MATH 301 w/C)^ (3)\_\_\_  
 ECON 473\*\* Econometric Methods (3)\_\_\_  
(ECON 210 w/C or MATH 301 w/C)^  
 ECON 475\*\* Predictive Analytics (3)\_\_\_  
(ECON 210 w/C or MATH 301 w/C)^  
 INFO SYS 201 Intro to Business App Development (3)\_\_\_  
(MATH 104, 106, 171, 204 or 206)  
 INFO SYS 315 Database Systems in Business (3)\_\_\_  
(INFO SYS 311) or (MHR 381) or (CS 271 w/C)  
 MARKET 374 Marketing Research (3)\_\_\_  
(MARKET 371 and MHR 381 w/C)  
 MARKET 418 Marketing Analytics (3)\_\_\_  
(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)  
 MARKET 428 Digital Marketing Analytics (3)\_\_\_  
(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)  
 MHR 381\*\* Quantitative Business Analytics (3)\_\_\_  
(ECON 210 w/C or MATH 301 w/C) - ONLY OPEN to non-BBA majors as elective  
 SCM 342 Supply Chain Modeling & Analysis (3)\_\_\_  
(c/SCM 341)

^Analytics certificates may substitute PSYCH 203 w/B or SOC 281 w/B or MATH 301 w/C for ECON 210.

Note: ECON 472, ECON 473 or ECON 475 can only be used to fulfill one requirement (either required or elective).

## Business Economics Certificate

**12 credits**

*Not available to BBA majors & BA/BS Economics majors.*

**Required Courses:**

- ECON 201 Principles of Macroeconomics (XS) (3)\_\_\_  
(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)  
 ECON 202 Principles of Microeconomics (XS) (3)\_\_\_  
(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)

**Plus three credits from:**

- ECON 210 Economic and Business Statistics (XM) (3)\_\_\_  
(MATH 104, 106, 108, 204, 206, or 171 w/C or qualified to take MATH 106 or 171)  
 ECON 300/400 course (3)\_\_\_

**Plus three credits from:**

Any additional three credits in any College of Business Dept at the 300/400 level.

## Cost Accounting Certificate

**9 credits**

*Not available to Accounting majors.*

**Required Courses:**

- ACCT 207 Essentials of Managerial Accounting (3)\_\_\_  
(ACCT 206 w/C)  
 ACCT 303 Cost Management (ACCT 207 w/C) (3)\_\_\_  
 ACCT 304 Advanced Cost Management (ACCT 303 w/C) (3)\_\_\_

## Cybersecurity Certificate

**12 credits**

*Not available to Information Systems majors or minors.*

**Required Courses:**

- INFO SYS 311\* Essentials of Information Systems (3)\_\_\_  
(INFO SYS 311 w/C or CS 271 w/C)  
 INFO SYS 316 Network and Data Communications (3)\_\_\_  
(INFO SYS 311 w/C or CS 271 w/C)  
 INFO SYS 411 Enterprise Security Management (INFO SYS 311) (3)\_\_\_  
 INFO SYS 412 Barbarians at the Gates: Securing the Network (3)\_\_\_  
(INFO SYS 311 and INFO SYS 316)

\*These courses can be taken with 30 credits earned  
 \*\* These courses can be taken with 44 credits earned

## College of Business Certificate Options | Fall 2021

These programs are open to all students (with some exceptions noted). A 2.5 combined grade point average, 60 credits earned and all course prerequisites are required for enrollment in the 300/400 courses unless otherwise noted. There is a limit of 21 credits in the 300/400 business courses without being admitted to the College of Business or a declared COLS Economics major.

### Digital Marketing Certificate

**9 credits**

*Not available to Marketing majors.*

**Required Courses:**

MARKET 363**	Digital Marketing	(3)___
MARKET 428	Digital Marketing Analytics	(3)___
<i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>		

**Plus three credits from:**

COMP SCI 125	World Wide Web Site Development (XS)	(3)___
INFO SYS 350	E-Commerce Technology Management	(3)___
<i>(CS 125 and INFO SYS 311)</i>		
JOURNAL 251	Foundations of Multimedia Storytelling	(3)___
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 376**	Advertising & Social Media Marketing	(3)___

*Residency requirement: 6 credits must be earned at UW Oshkosh.*

### Enterprise Resource Planning Certificate

**12 credits**

*Not available to Information Systems majors or minors.*

**Required Courses:**

INFO SYS 311*	Essentials of Information Systems	(3)___
INFO SYS 445	Intro to Enterprise Res Planning Systems	(3)___
<i>(INFO SYS 311)</i>		
INFO SYS 446	Enterprise Res Planning Systems	(3)___
<i>(INFO SYS 445)</i>		

**Plus three credits from:**

ACCT 305	Accounting Information Systems	(3)___
<i>(ACCT 301 and INFO SYS 311)</i>		
INFO SYS 314	Systems Analysis and Design	(3)___
<i>(c/INFO SYS 311 or CS 271)</i>		
INFO SYS 481	Strategic IS Project Mgmt	(3)___
<i>(complete 4 core courses)</i>		
MHR/EGRT 360**	Engineering Project Management	(3)___

### Entrepreneurship and Innovation Certificate

**9 credits**

*Not available to Management/Family Business & Entrepreneurship concentration majors*

**Required Courses:**

MHR 373**	Entrepreneurship	(3)___
-----------	------------------	--------

**Plus 2 courses from List A**

**OR**

**1 course from List A + 1 course from List B**

LIST A

MHR 372**	Creativity and Innovation	(3)___
MHR 374**	Social Entrepreneurship	(3)___
<i>(MHR 373)</i>		
MHR 454	Managing the Family & Closely-Held Bus <sup>^</sup>	(3)___
MHR 475**	Managing the Small Growing Business	(3)___
<i>(complete 6 credits of Bus core courses)</i>		

LIST B

ACCT 303	Cost Management	(3)___
<i>(ACCT 207 w/C)</i>		
ART 483	Prof Practices for the Studio Area	(3)___
<i>(90 credits)</i>		
COMP SCI 125	World Wide Web Site Development (XS)	(3)___
CRIM JUST 212	Managing Criminal Justice Organizations	(3)___
<i>(CRIM JUST 110 and CRIM JUST 270)</i>		
EGRT 360**	Engineering Project Management	(3)___
FINANCE 320	Real Estate Finance	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 326	Real Estate Principles	(3)___
FINANCE 351	Financial Planning for Individuals	(3)___
<i>(FINANCE 331 w/C-)</i>		
FINANCE 431	Financial Statement Analysis	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 436	Advanced Financial Management	(3)___
<i>(FINANCE 334 or FINANCE 431) and (MHR 381 w/C-)</i>		
FINANCE 440	Bus Risk Mgmt & Insurance	(3)___
<i>(FINANCE 340)</i>		
INFO SYS 314	System Analysis Design	(3)___
<i>(c/INFO SYS 311 or CS 271)</i>		
INFO SYS 352	Technology Innovation	(3)___
<i>(INFO SYS 151 and INFO SYS 311)</i>		
KINESLGY 447	Admin & Facilities Management in Kines	(3)___
<i>(KINESLGY 370)</i>		
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 374	Marketing Research	(3)___
<i>(MARKET 371 and MHR 381 w/C)</i>		
MARKET 376**	Advertising & Social Media Marketing	(3)___
MARKET 377**	Consumer Behavior	(3)___
<i>(MARKET 371)</i>		
MHR 360**	Project Management	(3)___
MHR 383**	HR Staffing & Planning	(3)___
<i>(MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) #</i>		
MHR 386**	Compensation Management	(3)___
<i>(MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) #</i>		
MUSIC 119	Career Skills for the Music & Arts Industries	(3)___
MUSIC 120	Introduction to Music Bus in Arts Admin	(3)___
<i>(MUSIC 119 or instructor consent)</i>		
SCM 343	Mfg. Planning & Control Systems	(3)___
<i>(SCM 341)</i>		

*\*\*These courses can be taken with 44 credits earned*

*#Non-BBA majors may substitute PSYCH 101 or SOC 101 for MHR 351 AND/OR PSYCH 203 or SOC 281 w/B for ECON 210.*

*^ Must be in final semester, admitted to the College of Business, c/BUS 492 or 442 and graduation application on file.*

# College of Business Certificate Options | Fall 2021

These programs are open to all students (with some exceptions noted). A 2.5 combined grade point average, 60 credits earned and all course prerequisites are required for enrollment in the 300/400 courses unless otherwise noted. There is a limit of 21 credits in the 300/400 business courses without being admitted to the College of Business or a declared COLS Economics major.

## Finance and Investments Certificate

9 credits

Only available to BBA majors except Finance.

### Required Courses:

FINANCE 333	Financial Markets	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 334	Investment Management	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 335	International Business Finance	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		

All courses must be taken at UW Oshkosh to fulfill the residency requirement for this certificate.

## Financial Management Certificate

9 credits

Only available to BBA majors except Finance.

### Required Courses:

FINANCE 334	Investment Management	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 431	Financial Statements Analysis	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 436	Advanced Financial Management	(3)___
<i>(FINANCE 334 or FINANCE 431) and (MHR 381 w/C-)</i>		

All courses must be taken at UW Oshkosh to fulfill the residency requirement for this certificate.

## Human Resource Management Certificate

12 credits

Not available to Human Resource Management majors.

### Required Courses:

MHR 361**	Essentials of Human Resource Management	(3)___
-----------	---	--------

### Plus nine credits from:

FINANCE 451	Employee Benefits & Retirement Planning	(3)___
MHR 382**	Employee Relations	(3)___
<i>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</i>		
MHR 383**	HR Staffing & Planning	(3)___
<i>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</i>		
MHR 384**	Training & Development	<i>(MHR 351 and MHR 361)*</i> (1.5)___
MHR 385**	Occupational Safety & Health	<i>(MHR 351 and MHR 361)*</i> (1.5)___
MHR 386**	Compensation Management	(3)___
<i>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</i>		
MHR 387**	Benefits Administration	<i>(MHR 351 and MHR 361)*</i> (1.5)___
MHR 388**	HR Information & Metrics	<i>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</i> (1.5)___
MHR 389**	International Human Resources Mgmt	(3)___
<i>(MHR 351 and MHR 361)</i>		
MHR 453	Managing Change <sup>^</sup>	(3)___

\*\*These courses can be taken with 44 credits earned

# 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 for ECON 210

<sup>^</sup> Must be in final semester, admitted to the College of Business, c/BUS 492 or 442 and graduation application on file.

## Information Systems Certificate

12 credits

Not available to Information Systems majors or minors.

### Required Courses:

INFO SYS 311*	Essentials of Information Systems	(3)___
INFO SYS 314	Systems Analysis and Design	(3)___
<i>(c/INFO SYS 311 or CS 271)</i>		

### Plus three credits from:

COMP SCI 142	Intro to Computer Science & Programming	(3)___
<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>		
COMP SCI 221	OO Design & Programming I	(3)___
<i>(MATH 104 or 108 or 206 w/C) or (CS 142) or (placement to MATH 171)</i>		
INFO SYS 201	Intro to Business Application Development	(3)___
<i>(MATH 104 or MATH 106 or MATH 171 or MATH 204 or MATH 206)</i>		

### Plus three credits from:

The student must complete an additional three credits in any INFO SYS 300/400 level not already taken. (3)\_\_\_

\*These courses can be taken with 30 credits earned

## Insurance & Risk Management Certificate

9 credits

### Required Courses:

FINANCE 340	Risk Management & Insurance	(3)___
<i>(FINANCE 331 w/C- or ECON 210 w/C- or MATH 171 w/C- or MATH 201 w/C-)</i>		

### Plus three credits from:

FINANCE 351	Financial Planning and Risk Management	(3)___
<i>(FINANCE 331 w/C-)</i>		
FINANCE 445	Insurance Company Operations	<i>(FINANCE 340)</i> (3)___

### Plus three credits from:

Any additional three credits in any College of Business Department at the 300/400 level. (3)\_\_\_

**Pay attention to prerequisites in this certificate, more courses may be required to take in order to meet prerequisites of required courses.**

Note: Finance 351 and 445 only count once toward the nine credit certificate requirement.

## International Business Certificate

9 credits

Not available to International Economics certificate, Global Business minors and Management/International concentration majors.

### Nine credits and two different departments from list below:

ECON 319**	Economics in Less Developed Countries	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
ECON 320**	Econ of the Caribbean through Service Learning	(3)___
<i>(ECON 101/106 or 201/204 or ECON 202/206)</i>		
ECON 336**	Comparative Economic Systems	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
FINANCE 335	International Business Finance	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 375**	Global Marketing	<i>(MARKET 371)</i> (3)___
MHR 375**	Global Management	(3)___
BUS 494	International Business Study Tour	(3)___

\*\*These courses can be taken with 44 credits earned

# College of Business Certificate Options | Fall 2021

These programs are open to all students (with some exceptions noted). A 2.5 combined grade point average, 60 credits earned and all course prerequisites are required for enrollment in the 300/400 courses unless otherwise noted. There is a limit of 21 credits in the 300/400 business courses without being admitted to the College of Business or a declared COLS Economics major.

## International Economics Certificate

**15 credits**

*Not available to BA/BS Economics majors.*

### Required Courses:

ECON 201	Principles of Macroeconomics (XS)	(3)___
<i>(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)</i>		
ECON 202	Principles of Microeconomics (XS)	(3)___
<i>(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)</i>		
ECON 410**	International Capital Markets	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
ECON 420**	International Trade	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		

### Plus three credits from:

ECON 319**	Economics of Less Developed Countries	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
ECON 320**	Econ of the Caribbean through Service Learning	(3)___
<i>(ECON 101/106 or 201/204 or ECON 202/206)</i>		
ECON 336**	Comparative Economic Systems	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
ECON 386**	Economics of Latin America	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
ECON 387**	Econ & Social Development of Great Britain	(3)___
<i>(ECON 101/106 or 201/204 or ECON 202/206 w/C)</i>		
ECON 388**	Economics of European Integration & Growth	(3)___
<i>(ECON 201/204 w/C and ECON 202/206 w/C)</i>		
An Approved international experience^		(3)___

*\*\*These courses can be taken with 44 credits earned*

*^All Office of International Education approved College of Business & Economics study abroad courses qualify. Other study abroad experiences may be approved by Economics Department Chair.*

## Marketing Certificate

**12 credits**

*Not available to Marketing majors.*

### Required Course:

MARKET 371**	Essentials of Marketing	(3)___
--------------	-------------------------	--------

### Plus nine credits from:

MARKET 363**	Digital Marketing	(3)___
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 374	Marketing Research	(3)___
<i>(MARKET 371 and MHR 381 w/C)</i>		
MARKET 375**	Global Marketing (MARKET 371)	(3)___
MARKET 376**	Advertising & Social Media Marketing	(3)___
MARKET 377**	Consumer Behavior (MARKET 371)	(3)___
MARKET 379**	Professional Sales	(3)___
MARKET 418	Marketing Analytics	(3)___
<i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>		
MARKET 428	Digital Marketing Analytics	(3)___
<i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>		
MARKET 473	Market Strategy	(3)___
<i>(MARKET 371 and 6 credits of 300/400 level Marketing courses)</i>		

*\*\*These courses can be taken with 44 credits earned*

*Residency requirement: 9 credits must be earned at UW Oshkosh.*

## Marketing Analysis & Insights Certificate

**12 credits**

*Not available to Marketing majors.*

### Required Courses:

MARKET 418	Marketing Analytics	(3)___
<i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>		
MARKET 428	Digital Marketing Analytics	(3)___
<i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>		

### Three credits from:

ECON 210	Economic & Business Statistics (XM)	(3)___
<i>(MATH 104, 106, 108, 204, 206, or 171 w/C or qualified to take MATH 106 or 171)</i>		
MATH 201	Applied Statistics (XM)	(3)___
<i>(MATH 104, 108, 204 or any PBIS w/C)</i>		
MATH 301	Introduction to Probability & Statistics (XM)	(3)___
<i>(MATH 172 w/C)</i>		
PSYCH 203	Elementary Psychological Statistics (XM)	(3)___
<i>(PSYCH 101 w/C) and (any PBIS or MATH 104 or higher placement)</i>		
SOC 281	Social Statistics (XM)	(3)___
<i>(MATH 104) or (any PBIS) or (higher than MATH 104 placement)</i>		

### Plus three credits from:

ECON 472 **	Time Series Analysis & Forecasting	(3)___
<i>(ECON 210 w/C or MATH 301 w/C)</i>		
ECON 473 **	Econometric Methods	(3)___
<i>(ECON 210 w/C or MATH 301 w/C)</i>		
INFO SYS 315	Database Systems in Business	(3)___
<i>(INFO SYS 311) or (MHR 381) or (CS 271 w/C)</i>		
MARKET 374	Marketing Research	(3)___
<i>(MARKET 371 and MHR 381 w/C)</i>		
POLI SCI 245	Political Methodology	(3)___
RTF 349	Audience Research	(3)___
<i>(2.5 GPA and RTF 115) or (instructor consent for non RTF majors)</i>		

*\*\*These courses can be taken with 44 credits earned*

## Sales Certificate

**9 credits**

**The Sales Program is not currently being offered.**

### Required Courses:

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 Certificate

**12 credits**

*Not available to Supply Chain Management majors.*

### Required Courses:

SCM 341**	Essentials of Operations & Supply Chain Mgmt	(3)___
-----------	--	--------

### Plus nine credits from:

SCM 342	Supply Chain Modeling & Analysis (c/SCM 341)	(3)___
SCM 343	Mfg. Planning and Control Systems (SCM 341)	(3)___
SCM 344	Supply Chain & Logistics Mgmt (SCM 341)	(3)___
SCM 345	Global Procure & Strategic Sourcing (SCM 341)	(3)___
SCM 441	Case Studies in Supply Chain Management	(3)___
<i>(SCM 342) and (SCM 343 or SCM 344)</i>		
SCM 445	Supply Chain Strategy & Analytics (SCM 341)	(3)___
SCM 449	Supply Chain Management Topics (SCM 341)	(3)___
SCM 460	Quality Management & Six Sigma (SCM 341)	(3)___

*\*\*These courses can be taken with 44 credits earned*