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 Analytics Certificate
12 credits

Not available to Information Systems majors or minors.

**Required Courses:**
- ECON 210\(^\wedge\) Economic & Business Statistics (XM) (3)
- INFO SYS 311\(^\star\) 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)

**Electives - Plus three credits from:**
- ECON 472** Time Series Analysis & Forecasting (ECON 210 or MATH 301 w/C) (3)
- ECON 473** Econometric Methods (ECON 210 w/C or MATH 301 w/C) (3)
- ECON 475** Predictive Analytics (ECON 210 w/C or MATH 301 w/C) (3)

### Business Economics Certificate
12 credits

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

**Required Courses:**
- ECON 201 Principles of Macroeconomics (XS) (3)
- ECON 202 Principles of Microeconomics (XS) (3)
- ECON 300/400 course (3)

**Plus three credits from:**
- ECON 210 Economic and Business Statistics (XM) (3)
- MATH 104, 106, 108, 204, or 206, or qualified to enroll in MATH 106 or 171

**Electives:**
- 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 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 316 Network and Data Communications (3)
- INFO SYS 411 Enterprise Security Management (INFO SYS 311) (3)
- INFO SYS 412 Barbarians at the Gates: Securing the Network (3)

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\(^\wedge\)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).

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

updated: 8/26/2021
### 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 (MHR 373) (3)
- MHR 454 Managing the Family & Closely-Held Bus (3)
- MHR 475** Managing the Small Growing Business (complete 6 credits of Bus core courses) (3)

**LIST B**

- ACCT 303 Cost Management (ACCT 207 w/C) (3)
- ART 483 Prof Practices for the Studio Area (90 credits) (3)
- COMP SCI 125 World Wide Web Site Development (XS) (3)
- CRIM JUST 212 Managing Criminal Justice Organizations (CRIM JUST 110 and CRIM JUST 270) (3)
- EGRT 360** Engineering Project Management (3)
- FINANCE 320 Real Estate Finance (FINANCE 331 w/C- and c/MHR 381) (3)
- FINANCE 326 Real Estate Principles (3)
- FINANCE 351 Financial Planning for Individuals (FINANCE 331 w/C-) (3)
- FINANCE 431 Financial Statement Analysis (FINANCE 331 w/C- and c/MHR 381) (3)
- FINANCE 436 Advanced Financial Management (FINANCE 334 or FINANCE 431) and (MHR 381 w/C-) (3)
- FINANCE 440 Bus Risk Mgmt & Insurance (FINANCE 340) (3)
- INFO SYS 314 System Analysis Design (c/INFO SYS 311 or CS 271) (3)
- INFO SYS 352 Technology Innovation (INFO SYS 311 and INFO SYS 311) (3)
- KINESLGY 447 Admin & Facilities Management in Kines (KINESLGY 370) (3)
- MARKET 372** Retailing in the Digital World (3)
- MARKET 374 Marketing Research (MARKET 371 and MHR 381 w/C) (3)
- MARKET 376** Advertising & Social Media Marketing (3)
- MARKET 377** Consumer Behavior (MARKET 371) (3)
- MHR 360** Project Management (3)
- MHR 383** HR Staffing & Planning (MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) (3)
- MHR 386** Compensation Management (MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) (3)
- MUSIC 119 Career Skills for the Music & Arts Industries (3)
- MUSIC 120 Introduction to Music Bus in Arts Admin (MUSIC 119 or instructor consent) (3)
- SCM 343 Mfg. Planning & Control Systems (SCM341) (3)

**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.
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:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 333</td>
<td>Financial Markets</td>
<td>(3)</td>
</tr>
<tr>
<td>FINANCE 334</td>
<td>Investment Management</td>
<td>(3)</td>
</tr>
<tr>
<td>FINANCE 335</td>
<td>International Business Finance</td>
<td>(3)</td>
</tr>
</tbody>
</table>

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:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 334</td>
<td>Investment Management</td>
<td>(3)</td>
</tr>
<tr>
<td>FINANCE 431</td>
<td>Financial Statements Analysis</td>
<td>(3)</td>
</tr>
<tr>
<td>FINANCE 436</td>
<td>Advanced Financial Management</td>
<td>(3)</td>
</tr>
</tbody>
</table>

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:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MHR 361**</td>
<td>Essentials of Human Resource Management</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Plus nine credits from:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 451</td>
<td>Employee Benefits &amp; Retirement Planning</td>
<td>(3)</td>
</tr>
<tr>
<td>MHR 382**</td>
<td>Employee Relations</td>
<td>(3)</td>
</tr>
<tr>
<td>MHR 383**</td>
<td>HR Staffing &amp; Planning</td>
<td>(3)</td>
</tr>
<tr>
<td>MHR 384**</td>
<td>Training &amp; Development</td>
<td>(1.5)</td>
</tr>
<tr>
<td>MHR 385**</td>
<td>Occupational Safety &amp; Health</td>
<td>(1.5)</td>
</tr>
<tr>
<td>MHR 386**</td>
<td>Compensation Management</td>
<td>(3)</td>
</tr>
<tr>
<td>MHR 387***</td>
<td>Benefits Administration</td>
<td>(1.5)</td>
</tr>
<tr>
<td>MHR 388**</td>
<td>HR Information &amp; Metrics</td>
<td>(1.5)</td>
</tr>
<tr>
<td>MHR 389**</td>
<td>International Human Resources Mgmt</td>
<td>(3)</td>
</tr>
<tr>
<td>MHR 453</td>
<td>Managing Change</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**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
  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:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFO SYS 311*</td>
<td>Essentials of Information Systems</td>
<td>(3)</td>
</tr>
<tr>
<td>INFO SYS 314</td>
<td>Systems Analysis and Design</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Plus three credits from:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP SCI 142</td>
<td>Intro to Computer Science &amp; Programming</td>
<td>(3)</td>
</tr>
</tbody>
</table>

### Insurance & Risk Management Certificate
**9 credits**

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 340</td>
<td>Risk Management &amp; Insurance</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Plus three credits from:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 351</td>
<td>Financial Planning and Risk Management</td>
<td>(3)</td>
</tr>
<tr>
<td>FINANCE 445</td>
<td>Insurance Company Operations</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Plus three credits from:**

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

*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:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 319**</td>
<td>Economics in Less Developed Countries</td>
<td>(3)</td>
</tr>
<tr>
<td>ECON 320**</td>
<td>Econ of the Caribbean through Service Learning</td>
<td>(3)</td>
</tr>
<tr>
<td>ECON 336**</td>
<td>Comparative Economic Systems</td>
<td>(3)</td>
</tr>
<tr>
<td>FINANCE 335</td>
<td>International Business Finance</td>
<td>(3)</td>
</tr>
<tr>
<td>MARKET 372**</td>
<td>Retailing in the Digital World</td>
<td>(3)</td>
</tr>
<tr>
<td>MARKET 375**</td>
<td>Global Marketing</td>
<td>(3)</td>
</tr>
<tr>
<td>MHR 375**</td>
<td>Global Management</td>
<td>(3)</td>
</tr>
<tr>
<td>BUS 494</td>
<td>International Business Study Tour</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**These courses can be taken with 44 credits earned**
College of Business Certificate Options | Fall 2021

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### International Economics Certificate
15 credits

Not available to 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)
- ECON 410** International Capital Markets (3)
  - (ECON 201/204 w/C and ECON 202/206 w/C)
- ECON 420** International Trade (3)
  - (ECON 201/204 w/C and ECON 202/206 w/C)

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

**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)
  - (MARKET 371 and MHR 381 w/C)
- 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)
  - (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)
- MARKET 473 Market Strategy (3)
  - (MARKET 371 and 6 credits of 300/400 level Marketing courses)

**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)
  - (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)

**Three credits from:**
- ECON 210 Economic & Business Statistics (XM) (3)
  - (MATH 104, 106, 108, 204, 206, or 171 w/C or qualified to take MATH 106 or 171)
- MATH 201 Applied Statistics (XM) (3)
  - (MATH 104, 106, 204 or any PBIS w/C)
- MARKET 311 Introduction to Probability & Statistics (XM) (3)
  - (MATH 104 or any PBIS or (MATH 104 or higher placement)

**Plus three 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)
- 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)
- POLI SCI 245 Political Methodology (3)
- RTF 349 Audience Research (3)
  - (2.5 GPA and RTF 115) or (instructor consent for non RTF majors)

**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 (SCM 342) and (SCM 343 or SCM 344) (3)
- 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

updated: 8/26/2021