

# College of Business Certificate Options | Fall 2020

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	(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 <sup>^</sup>	Economic & Business Statistics (XM)	(3)	___
<i>(MATH 104, 106, 108, 204, 206 or 171 w/C or qualified to enroll in MATH 106 or 171)</i>			

### Plus six credits from:

ECON 472**	Time Series Analysis & Forecasting	(3)	___
<i>(ECON 210 w/C or MATH 301 w/C)<sup>^</sup></i>			
ECON 473**	Econometric Methods	(3)	___
<i>(ECON 210 w/C or MATH 301 w/C)<sup>^</sup></i>			
ECON 475**	Predictive Analytics	(3)	___
<i>(ECON 210 w/C or MATH 301 w/C)<sup>^</sup></i>			

### Electives - Plus three credits from:

ECON 472**	Time Series Analysis (ECON 210 or MATH 301 w/C) <sup>^</sup>	(3)	___
ECON 473**	Econometric Methods	(3)	___
<i>(ECON 210 w/C or MATH 301 w/C)<sup>^</sup></i>			
ECON 475**	Predictive Analytics	(3)	___
<i>(ECON 210 w/C or MATH 301 w/C)<sup>^</sup></i>			
INFO SYS 201	Intro to Business App Development	(3)	___
<i>(MATH 104, 106, 171, 204 or 206)</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>			
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>			
MHR 381**	Quantitative Business Analytics	(3)	___
<i>(ECON 210 w/C or MATH 301 w/C) - ONLY OPEN to non-BBA majors as elective</i>			
SCM 342	Supply Chain Modeling & Analysis	(3)	___
<i>(c/SCM 341)</i>			

<sup>^</sup>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

## Business Economics Certificate

12 credits

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

### Required Courses:

ECON 201	Principles of Macroeconomics	(3)	___
<i>(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)</i>			
ECON 202	Principles of Microeconomics	(3)	___
<i>(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)</i>			

### Plus three credits from:

ECON 210	Economic and Business Statistics	(3)	___
<i>(MATH 104, 106, 108, 204, 206, or 171 w/C or qualified to take MATH 106 or 171)</i>			
ECON 300/400 course		(3)	___

### Plus three credits from:

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

## 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)	___
<i>(INFO SYS 311 w/C or CS 271 w/C)</i>			
INFO SYS 411	Enterprise Security Management (INFO SYS 311)	(3)	___
INFO SYS 412	Barbarians at the Gates: Securing the Network	(3)	___
<i>(INFO SYS 311 and INFO SYS 316)</i>			

## 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	(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 & IMC (MARKET 371)	(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 (INFO SYS 445)	(3)	___

### 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 (complete 4 core courses)	(3)	___
MHR/EGRT 360**	Engineering Project Management	(3)	___

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## 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 Small Growing Business^ (3)\_\_\_

MHR 475\*\* Managing Small Business Growth (3)\_\_\_  
*(complete 6 credits of Bus core courses)*

#### LIST B

ACCT 303 Cost Management (ACCT 207 w/C and ACCT 208 w/C) (4)\_\_\_

ART 483 Prof Practices for the Studio Area (90 credits) (3)\_\_\_

COMP SCI 125 World Wide Web Site Development (3)\_\_\_

CRIM JUST 212 Managing Criminal Justice Organizations (3)\_\_\_  
*(CRIM JUST 110 and CRIM JUST 270)*

EGRT 360\*\* Engineering Project Management (3)\_\_\_

FINANCE 320 Real Estate Finance (3)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

FINANCE 326 Real Estate Principles (3)\_\_\_

FINANCE 351 Financial Planning for Individuals (3)\_\_\_  
*(FINANCE 331 w/C-)*

FINANCE 431 Financial Statement Analysis (3)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

FINANCE 436 Advanced Financial Management (3)\_\_\_  
*(FINANCE 334) and (MHR 381 w/C-)*

FINANCE 440 Bus Risk Mgmt & Insurance (FINANCE 340) (3)\_\_\_

INFO SYS 314 System Analysis Design (3)\_\_\_  
*(c/INFO SYS 311 or CS 271)*

INFO SYS 352 Technology Innovation (3)\_\_\_  
*(INFO SYS 151 and INFO SYS 311)*

KINESLGY 447 Admin & Facilities Management in Kines (3)\_\_\_  
*(KINESLGY 370)*

MARKET 372\*\* Retailing in the Digital World (3)\_\_\_

MARKET 374 Marketing Research (3)\_\_\_  
*(MARKET 371 and MHR 381 w/C)*

MARKET 376\*\* Advertising & IMC (MARKET 371) (3)\_\_\_

MARKET 377\*\* Consumer Behavior (MARKET 371) (3)\_\_\_

MHR 360\*\* Project Management (3)\_\_\_

MHR 383\*\* HR Staffing & Planning (3)\_\_\_  
*(MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) #*

MHR 386\*\* Compensation Management (3)\_\_\_  
*(MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) #*

MUSIC 119 Career Skills for the Music & Arts Industries (3)\_\_\_

MUSIC 120 Introduction to Music Bus in Arts Admin (3)\_\_\_  
*(MUSIC 119 or instructor consent)*

SCM 343 Mfg. Planning & Control Systems (SCM 341) (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.

## Finance and Investments Certificate 9 credits

*Only available to BBA majors except Finance.*

### Required Courses:

FINANCE 333 Financial Markets (3)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

FINANCE 334 Investment Management (3)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

FINANCE 335 International Business Finance (3)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

*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)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

FINANCE 431 Financial Statements Analysis (3)\_\_\_  
*(FINANCE 331 w/C- and c/MHR 381)*

FINANCE 436 Advanced Financial Management (3)\_\_\_  
*(FINANCE 334) and (MHR 381 w/C-)*

*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)\_\_\_  
*(MHR 351 and MHR 361) # and (ECON 210 w/C or MATH 301 w/C) ##*

MHR 383\*\* HR Staffing & Planning (3)\_\_\_  
*(MHR 351 and MHR 361) # and (ECON 210 w/C or MATH 301 w/C) ##*

MHR 384\*\* Training & Development (MHR 351 and MHR 361) # (1.5)\_\_\_

MHR 385\*\* Occupational Safety & Health (1.5)\_\_\_  
*(MHR 351 and MHR 361) #*

MHR 386\*\* Compensation Management (3)\_\_\_  
*(MHR 351 and MHR 361) # and (ECON 210 w/C or MATH 301 w/C) ##*

MHR 387\*\* Benefits Administration (MHR 351 and MHR 361) # (1.5)\_\_\_

MHR 388\*\* HR Information & Metrics (1.5)\_\_\_  
*(MHR 351 and MHR 361) # and (ECON 210 w/C or MATH 301 w/C) ##*

MHR 389\*\* International Human Resources Mgmt (3)\_\_\_  
*(MHR 351 and MHR 361)*

MHR 453 Managing Change^ (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

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

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## 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)___

*(c/INFO SYS 311 or CS 271)*

### Plus three credits from:

COMP SCI 142	Intro to Computer Science & Programming	(3)___
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*(MATH 103 or PBIS 187 or PBIS 188 or PBIS 189 all w/C or qualified to enroll in MATH 104 or MATH 171)*

COMP SCI 221	OO Design & Programming I	(3)___
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*(MATH 104 or 108 or 206 w/C) or (CS 142) or (placement to MATH 171)*

INFO SYS 201	Intro to Business Application Development	(3)___
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*(MATH 104 or MATH 106 or MATH 171 or MATH 204 or MATH 206)*

### Plus three credits from:

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

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

## Insurance & Risk Management Certificate 9 credits

### Required Courses:

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

### Plus three credits from:

FINANCE 351	Financial Planning and Risk Management	(3)___
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*(FINANCE 331 w/C-)*

FINANCE 445	Insurance Company Operations	(3)___
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*(FINANCE 340)*

### 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:

ECON 319**	Economics in Less Developed Countries	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

ECON 320**	Econ of the Caribbean through Service Learning	(3)___
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*(ECON 101/106 or 201/204 or ECON 202/206)*

ECON 336**	Comparative Economic Systems	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

FINANCE 335	International Business Finance	(3)___
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*(FINANCE 331 w/C- and c/MHR 381)*

MARKET 372**	Retailing in the Digital World	(3)___
MARKET 375**	Global Marketing	(3)___
MHR 375**	Global Management	(3)___
BUS 494	International Business Study Tour	(3)___

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

## International Economics Certificate 15 credits

Not available to BA/BS Economics majors.

### Required Courses:

ECON 201/204	Principles of Macroeconomics	(3)___
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*(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)*

ECON 202/206	Principles of Microeconomics	(3)___
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*(c/MATH 104, 106, 108 or 204 or qualified to enroll in MATH 106 or 171)*

ECON 410**	International Capital Markets	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

ECON 420**	International Trade	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

### Plus three credits from:

ECON 319**	Economics of Less Developed Countries	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

ECON 320**	Econ of the Caribbean through Service Learning	(3)___
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*(ECON 101/106 or 201/204 or ECON 202/206)*

ECON 336**	Comparative Economic Systems	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

ECON 386**	Economics of Latin America	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

ECON 387**	Econ & Social Development of Great Britain	(3)___
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*(ECON 101/106 or 201/204 or ECON 202/206 w/C)*

ECON 388**	Economics of European Integration & Growth	(3)___
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*(ECON 201/204 w/C and ECON 202/206 w/C)*

An Approved international experience^		(3)___
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*\*\*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)___
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### 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	(3)___
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*(MARKET 371)*

MARKET 376**	Advertising & IMC	(3)___
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*(MARKET 371)*

MARKET 377**	Consumer Behavior	(3)___
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*(MARKET 371)*

MARKET 418	Marketing Analytics	(3)___
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*(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)*

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

MARKET 473	Market Strategy	(3)___
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*(MARKET 371 and 6 credits of Marketing courses)*

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

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

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### Marketing Analysis & Insights Certificate 12 credits

*Not available to Marketing majors.*

**Required Courses:**

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

**Three credits from:**

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

**Plus three credits from:**

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

*\*\*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 <sup>^</sup> | Fundamentals of Sales | (3)___ |
| MARKET 335 <sup>^</sup> | Sales Management      | (3)___ |
| MARKET 338 <sup>^</sup> | Advanced Sales Topics | (3)___ |

*<sup>^</sup>These courses must be enrolled in concurrently.*

All courses need to be in the shopping cart to be able to enroll in them all 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 <small>(c/SCM 341)</small> | (3)___ |
| SCM 343 | Mfg. Planning and Control Systems <small>(SCM 341)</small>  | (3)___ |
| SCM 344 | Supply Chain & Logistics Management                         | (3)___ |
|         | <small>(SCM 341)</small>                                    |        |
| SCM 345 | Global Procurement & Strategic Sourcing                     | (3)___ |
|         | <small>(SCM 341)</small>                                    |        |
| SCM 441 | Case Studies in Supply Chain Management                     | (3)___ |
|         | <small>(SCM 342) and (SCM 343 or SCM 344)</small>           |        |
| SCM 445 | Supply Chain Strategy & Analytics <small>(SCM 341)</small>  | (3)___ |
| SCM 449 | Supply Chain Management Topics <small>(SCM 341)</small>     | (3)___ |
| SCM 460 | Quality Management & Six Sigma <small>(SCM 341)</small>     | (3)___ |

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

## College of Business Emphasis Options Fall 2020

These programs are for BBA majors ONLY.

### Financial Services 9 credits

*Not available to Finance majors.*

**Required Courses:**

- |             |                   |        |
|-------------|-------------------|--------|
| FINANCE 333 | Financial Markets | (3)___ |
|-------------|-------------------|--------|

**Plus nine credits from:**

- |             |                                      |        |
|-------------|--------------------------------------|--------|
| FINANCE 320 | Real Estate Finance                  | (3)___ |
| FINANCE 334 | Investment Management                | (3)___ |
| FINANCE 340 | Risk Management & Insurance          | (3)___ |
| FINANCE 351 | Financial Planning & Risk Management | (3)___ |
| FINANCE 433 | Management of Financial Institutions | (3)___ |
| FINANCE 434 | Security Analysis                    | (3)___ |
| FINANCE 440 | Business Risk Management & Insurance | (3)___ |
| MARKET 379  | Selling & Sales Management           | (3)___ |