

College of Business Certificate Options

Fall 2019

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.

If you need help enrolling in courses, please contact _____.

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 (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)[^]

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 w/C+ and MHR 381 w/C)

MARKET 418 Marketing Analytics (ECON 210 w/C or MATH 301 w/C) (3) ___

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

MHR 381** Quantitative Business Analytics (3) ___
(ECON 210 w/C or MATH 301 w/C)

SCM 342 Supply Chain Modeling & Analysis (3) ___
(c/SCM 341)

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

[^]Analytics certificates may substitute PSYCH 203 w/B or SOC 281 w/B or MATH 301 w/C for ECON 210. (ALL BBA & BA/BS Economics majors must take a competency exam for substitution to be approved.)

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

ECON 202/206 Principles of Microeconomics (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 (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:

The student must complete an additional three credits in (3) ___
 any College of Business Department at the 300/400 level.

Digital Marketing Certificate

9 credits

Required Courses:

MARKET 363** Digital Marketing (3) ___

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

Plus three credits from:

COMP SCI 125 World Wide Web Site Development (3) ___

INFO SYS 350 E-Commerce Technology Management (3) ___
(CS 125 and INFO SYS 311)

JOURNAL 251 Foundations of Multimedia Storytelling (3) ___

MARKET 372** Retailing in the Digital World (3) ___

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

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

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.

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Entrepreneurship and Innovation Certificate 9 credits

Not available to Management (Family Business & Entrepreneurship concentration)

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 w/C+ 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.

These changes are effective Spring 2020.

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.

International Economics Certificate 15 credits

Not available to BA/BS Economics majors.

Required Courses:

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

ECON 202/206 Principles of Microeconomics (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^ (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 on appeal.

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If you need help enrolling in courses, please contact _____.

Insurance & Risk Management Certificate 9 credits

Required Courses:

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

Plus six credits from:

FINANCE 440 Business Risk Mgmt & Insurance *(FINANCE 340)* (3)____
FINANCE 441 Advanced Risk Management *(FINANCE 340)* (3)____
FINANCE 445 Insurance Company Operations *(FINANCE 340)* (3)____

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

Marketing Certificate 12 credits

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 Market Research (3)____
(MARKET 371 w/C+ and MHR 381 w/C)
MARKET 375** Global Marketing *(MARKET 371)* (3)____
MARKET 376** Advertising & IMC *(MARKET 371)* (3)____
MARKET 377** Consumer Behavior *(MARKET 371)* (3)____
MARKET 418 Marketing Analytics *(ECON 210 w/C or MATH 301 w/C)* (3)____
MARKET 428 Digital Marketing Analytics (3)____
(ECON 210 w/C or MATH 301 w/C or MATH 201 w/B or PSYCH 203 w/B)
MARKET 473 Market Strategy (3)____
(MARKET 371 and 6 credits of Marketing courses)

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

Sales Certificate 9 credits

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.

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 Management (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 Management** (3)____
(SCM 341)
SCM 345 **Global Procurement & Strategic Sourcing** (3)____
(SCM 341)
SCM 441 Case Studies in Supply Chain Management (3)____
(SCM 342) and (SCM 343 or SCM 344)
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***

These changes are effective Spring 2020.

College of Business Emphasis Options

Fall 2019

These programs are for BBA majors ONLY.

Enterprise Systems (ERP) Technology Management 9 credits

Required Courses:

INFO SYS 445	Intro to Enter Res Planning Systems	(3)___
INFO SYS 446	Enterprise Res Planning Systems	(3)___

Plus three credits from:

INFO SYS 314	Systems Analysis & Design	(3)___
INFO SYS 481	Project Management	(3)___

(IS majors must take INFO SYS 481)

Financial Services 9 credits

Not available to Finance majors.

Required Courses:

FINANCE 333	Financial Markets	(3)___
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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)___

Healthcare Management 23-29 credits

Required Courses:

BIO 105 (or BIO 108)	Biological Concepts	(4)___
BIO 211 or BIO 308	Anatomy	(3-5)___
BIO 212 or BIO 319	Physiology	(4-5)___
BIO 233 Microbial Survey or BIO 309 Bacteriology		(4-5)___
CHEM 101 Biochemistry I or CHEM 105 Chemistry I		(4-5)___
CHEM 102 Biochemistry II or CHEM 106 Chemistry II		(4-5)___

Insurance 9 credits

Not Open to Insurance & Risk Management minors.

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 six credits from:

FINANCE 440 *	Business Risk Mgmt & Insurance <i>(FINANCE 340)</i>	(3)___
FINANCE 441 *	Advanced Risk Management <i>(FINANCE 340)</i>	(3)___
FINANCE 445 *	Insurance Company Operations <i>(FINANCE 340)</i>	(3)___

***Courses cannot count for both Finance major and Insurance emphasis**

International Management 9 credits

Not Open to Global Business minors.

Six credits from:

BUS 480	International Business Topics	(3)___
ECON 336	Comparative Economic Systems	(3)___
ECON 410	International Capital Markets	(3)___
ECON 420	International Trade	(3)___
FINANCE 335	International Business Finance	(3)___
MARKET 375	Global Marketing	(3)___
MHR 375	Global Management	(3)___

Three credits from:

BUS 494	International Study Tour	(3)___
ECON 386	Economics of Latin America	(3)___
ECON 387	Economics & Social Development of GB	(3)___
ECON 388	Economics of European Integration	(3)___
	Other approved study abroad opportunity	(3)___

Web & Mobile Development 9 credits

Required Courses:

INFO SYS 432	Agile Web Design & Development	(3)___
INFO SYS 433	Mobile Application Development	(3)___

Plus three credits from:

COMP SCI 247	Introduction to Usability	(3)___
INFO SYS 350	E-Commerce Technology Management	(3)___
INFO SYS 481	Project Management	(3)___