

# College of Business Certificate Options | Fall 2022

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 BA/BS 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 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)\_\_\_

**Plus three credits from:**

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

**Plus three credits from:**

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

## 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 placement)

**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).

## Cost Management 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 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)  
 INFO SYS 413 IS Risk Management (INFO SYS 311 w/C) (3)\_\_\_

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

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

## College of Business Certificate Options | Fall 2022

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 BA/BS Economics major.

### Digital Marketing Certificate 9 credits

**Required Courses:**

MARKET 363\*\* Digital Marketing (3)\_\_\_

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

**Plus three credits from:**

COMP SCI 125 World Wide Web Site Development (XS) (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 & 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.*

**NOT CURRENTLY OFFERED**

**Required Courses:**

INFO SYS 311\* Essentials of Information Systems (3)\_\_\_

INFO SYS 445 Intro to Enterprise Res Planning Systems (3)\_\_\_  
*(INFO SYS 311)*

INFO SYS 446 Enterprise Res Planning Systems *(INFO SYS 445)* (3)\_\_\_

**Plus three credits from:**

ACCT 305 Accounting Information Systems (3)\_\_\_  
*(ACCT 301 and INFO SYS 311)*

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

INFO SYS 481 Strategic IS Project Mgmt *(complete 4 core courses)* (3)\_\_\_

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

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

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

### 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<sup>^</sup> (3)\_\_\_

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

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 (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 or FINANCE 431) 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 & Social Media Marketing (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)\_\_\_

*#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 2022

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 BA/BS 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.

## 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 placement in MATH 104 or higher)</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)\_\_\_

## 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	(3)___
<i>(FINANCE 340)</i>		

### Plus three credits from:

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

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

## 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	(1.5)___
<i>(MHR 351 and MHR 361) *</i>		
MHR 385**	Occupational Safety & Health	(1.5)___
<i>(MHR 351 and MHR 361) *</i>		
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	(1.5)___
<i>(MHR 351 and MHR 361) *</i>		
MHR 388**	HR Information & Metrics	(1.5)___
<i>(MHR 351 and MHR 361) * and (ECON 210 w/C or MATH 301 w/C) **</i>		
MHR 389**	International Human Resources Mgmt	(3)___
<i>(MHR 351 and MHR 361)</i>		
MHR 453	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 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 courses can be taken with 30 credits earned

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

## International Business Certificate

9 credits

Not available to International Economics certificate, Global Business minors and Management/International concentration majors. BA/BS Econ majors cannot double count ECON courses used in major.

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

ACCT 406	International Accounting	(3)___
BUS 494	International Business Study Tour	(3)___
ECON 319*	Economics in Less Developed Countries^	(3)___
ECON 320*	Econ of the Caribbean through Service Learning	(3)___
<i>(ECON 101 or 201 or ECON 202)</i>		
ECON 336*	Comparative Economic Systems^	(3)___
ECON 386*	Economics of Latin America^	(3)___
ECON 387*	Econ & Social Development of Great Britain	(3)___
<i>(ECON 101 or 201 or ECON 202 w/C)</i>		
ECON 388*	Economics of European Integration & Growth^	(3)___
ECON 410**	International Capital Markets^	(3)___
ECON 420**	International Trade^	(3)___
FINANCE 335	International Business Finance	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
MARKET 375**	Global Marketing	(3)___
MHR 375**	Global Management	(3)___
SCM 345**	Global Procure & Strategic Sourcing	(3)___
<i>(SCM 341)</i>		

^ Pre req for these courses = ECON 201 w/C and ECON 202 w/C

# College of Business Certificate Options | Fall 2022

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 BA/BS Economics major.

## International Economics Certificate 15 credits

*Not available to BA/BS Economics majors.*

### Required Courses:

ECON 201	Principles of Macroeconomics (XS)	(3)___
ECON 202	Principles of Microeconomics (XS)	(3)___
ECON 410**	International Capital Markets <i>(ECON 201 w/C and ECON 202 w/C)</i>	(3)___
ECON 420**	International Trade <i>(ECON 201 w/C and ECON 202 w/C)</i>	(3)___

### Plus three credits from:

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

<sup>^</sup>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 Analysis & Insights Certificate 12 credits

*Not available to Marketing majors.*

### Required Courses:

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

### Three credits from:

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

### Plus three credits from:

ECON 472 **	Time Series Analysis & Forecasting <i>(ECON 210 w/C or MATH 301 w/C)</i>	(3)___
ECON 473 **	Econometric Methods <i>(ECON 210 w/C or MATH 301 w/C)</i>	(3)___
INFO SYS 315	Database Systems in Business <i>(INFO SYS 311) or (MHR 381) or (CS 271 w/C)</i>	(3)___
MARKET 374	Marketing Research <i>(MARKET 371 and MHR 381 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)___

## 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 <i>(MARKET 371 and MHR 381 w/C)</i>	(3)___
MARKET 375**	Global Marketing <i>(MARKET 371)</i>	(3)___
MARKET 376**	Advertising & Social Media Marketing	(3)___
MARKET 377**	Consumer Behavior <i>(MARKET 371)</i>	(3)___
MARKET 379**	Professional Sales	(3)___
MARKET 418	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	Digital Marketing Analytics <i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>	(3)___
MARKET 473	Market Strategy <i>(MARKET 371 and 6 credits of 300/400 level Marketing courses)</i>	(3)___
MARKET 474	Honors Thesis	(3)___

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

## Sales Certificate 9 credits

### 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.

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

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

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