

BUSINESS STUDIES AS A SECONDARY MAJOR

The Business Studies major is an optional second major for students pursuing a Bachelor of Arts or Bachelor of Science degree through the College of Arts, Sciences, and Letters (CASL).

The Business Studies major (BST) complements the critical thinking and acquired knowledge gained through a liberal arts and sciences education with foundational courses in business to develop the necessary leadership and analytical skills for careers in management related fields.

The BST graduate will acquire and possess a broad range of understanding, knowledge, and quantitative skills necessary for attaining a leadership role in business, education, community organizations, and government. Key to the BST is the comprehensive liberal arts and sciences education that provides a strong foundation in thinking creatively, seeing the world through a multi-perspective lens, and acquiring a broad based of knowledge, and an understanding of diverse cultures and literary works.

The Business Studies major is open to non-College of Business students and must be pursued as a second major in conjunction with the primary major in CASL.

For further information about Business Studies as a Second Major, contact CASL Advising and Academic Success.

Prerequisites for all courses must be met.

Dearborn Discovery Core (General Education)

All students must satisfy the University's Dearborn Discovery Core requirements (https://catalog.umd.umich.edu/undergraduate/gen_ed_ddc/), in addition to the requirements for the major. Students must also complete all CASL Degree Requirements. (<https://catalog.umd.umich.edu/undergraduate/college-arts-sciences-letters/>)

Prerequisites to the Major

Code	Title	Credit Hours
ECON 201	Prin: Macroeconomics	
ECON 202	Prin: Microeconomics	
MATH 104	College Algebra	
	or MATH 105 Pre-Calculus	

Major Requirements

Code	Title	Credit Hours
Required		
ACC 298	Financial Accounting	3
FIN 401	Corporate Finance	3
ISM 310	Info Systems in Management	3
MKT 352	Mktg Principles and Policies	3
OB 354	Behavior in Organizations	3
OM 300	Intro to Operations Management	3
Select one course from the following:		3

DS 301	Introductory Business Statistics using Excel	
ECON 305	Economic Statistics	
MATH 325	Probability	
PSYC 381	Prin of Stat and Exper Design	
Concentration		
Select one of the following concentrations listed below: General Business, Communications, Economics, Entrepreneurship, Psychology. ¹		9
Total Credit Hours		30

¹ Some courses listed here may have additional prerequisites that could add to the total credit hours needed.

Concentration Requirements

General Business Concentration

Three courses from any 300 or 400 level COB course (Excluding BA 300, BPS 451, and any BI course). Courses must be from at least two different disciplines.

Communications Concentration

Code	Title	Credit Hours
COMM 340	Professional Communication	3
or BA 330	Managerial Communication	
Select two courses from the following:		6-8
COMM 220	Intro to Media & Culture	
COMM 260	Public Relations Principles	
COMM 300	Communication Research Methods	
COMM 366	Public Comm and Culture Studies	
COMM 420	Critical Media Studies	
COMM 460	Public Relations Campaigns	
COMM 465	Risk and Crisis Communication	
MKT 458	Advertising	
Total Credit Hours		9-11

Economics Concentration

This concentration can be completed fully ONLINE, in person, or a combination of both. The following courses are regularly offered online (at least one elective is offered online each semester): ECON 311, ECON 355, ECON 361, ECON 437, ECON 438.

Code	Title	Credit Hours
Required - 11-12 credit hours of 300 or 400/4000 level courses from 11-12 Economics (ECON). ¹		

¹ BE 401 may be counted for ECON 302; BE 403 may be counted for ECON 301; FIN 443 may be counted for ECON 311.

Entrepreneurship Concentration

Code	Title	Credit Hours
Required:		9
ENT 400	Entrepreneurial Thinking&Behav	

ENT 401	New Venture Planning	
ENT 403	Social Entrepreneurship	
Total Credit Hours		9

Psychology Concentration

Code	Title	Credit Hours
Required – Three courses from the following:		9
HRM 305	Human Resource Policy/Admin	
MKT 382	Understanding Customers	
PSYC 320	Social Psychology	
PSYC 363	Cognitive Psychology	
PSYC 3955	Diversity and the Workplace	
PSYC 4305	Psychology in the Workplace	
PSYC 464	Applied Cognitive Psychology	
Total Credit Hours		9