

BUSINESS STUDIES AS A SECONDARY MAJOR

(not available to College of Business majors)

The Business Studies major combines foundational courses in business with the liberal arts. It is meant to complement a non-business student's program of study by offering primary business topics as well as the necessary analytical tools required for careers in management related fields. Students cannot pursue this major either on its own or in conjunction with a business major.

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:		
DS 301	Introductory Business Statistics using Excel	3
ECON 305	Economic Statistics	3
MATH 325	Probability	3
PSYC 381	Prin of Stat and Exper Design	3
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:		
ENT 400	Entrepreneurial Thinking&Behav	9
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:		
HRM 305	Human Resource Policy/Admin	9

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

Dearborn Discovery Core (General Education)

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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:		
DS 301	Introductory Business Statistics using Excel	
ECON 305	Economic Data Analysis	
HHS 410	Quantitative Research and Statistics	
MATH 325	Probability	
PSYC 381	Prin of Stat and Exper Design	
Concentration		
Select one of the following concentrations listed below:		12
Entrepreneurship, Human Resources Management, Marketing, Supply Chain Management ¹		
Total Credit Hours		33

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

Concentration Requirements

Entrepreneurship Concentration

Code	Title	Credit Hours
Required - All of the following courses:		
ENT 400	Entrepreneurial Thinking&Behav	3
ENT 401	New Venture Planning	3
ENT 403	Social Entrepreneurship	3
BA 491	Business Experiential Learning	3
Total Credit Hours		12

Human Resource Management Concentration

Code	Title	Credit Hours
Required:		
HRM 305	Human Resource Policy/Admin	3
Select 3 additional courses from the following:		9
HRM 406	Talent Sourcing & Acquisition	
HRM 407	Compensation & Performance Mgt	
HRM 408	Legal Issues in Human Resource	
HRM 409	Talent & Leadership Develop	
Total Credit Hours		12

Marketing Concentration

Code	Title	Credit Hours
Required:		
MKT 382	Understanding Customers	3
MKT 402	Marketing Management	3
Select 2 additional courses from the following:		6
MKT 360	Marketing and Society	
MKT 363	Digital Consumer Srch&Mktg	
MKT 434	Sales Mgmt & Personal Selling	
MKT 458	Advertising	
Total Credit Hours		12

Supply Chain Management Concentration

Code	Title	Credit Hours
Required - All of the following courses:		
OM 460	Supply Chain Management	3
OM 465	Strategic Sourcing	3
OM 470	Analys & Desgn of Supply Chain	3
OM 475	Supply Chain Logistics Mgmt	3
Total Credit Hours		12