

BUSINESS STUDIES AS A SECONDARY MAJOR

The Business Studies major is an optional second major for students pursuing a Bachelor of Science in Health and Human Services through the College of Education, Health, and Human Services (CEHHS).

The Business Studies major (BST) complements the critical thinking and acquired knowledge gained through a education focused on health and human services 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 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 CEHHS.

For further information about Business Studies as a Second Major, contact CEHHS Advising.

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

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 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