

# LEHIGH UNIVERSITY PROGRAM CHANGE REQUEST

## BS – Business and Economics Degree

**Last Approved:** CBE Faculty, 4/10/2018

**Catalog Page:** current catalog copy on pages 2-7 in this document, and online:  
<http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/>

**College:** College of Business and Economics

**Requested Effective Date:**

Change catalog copy as noted on pages 8 through 14 effective Fall 2019.

The new core within the BS in Computer Science and Business and the BS in Integrated Business and Engineering programs will be updated accordingly as approved by University faculty for the 2019-2020 catalog year.

**Type of Program:** Bachelor of Science

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**Current Catalog Copy:**

<http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/>

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# College of Business and Economics

Georgette Chapman Phillips, Dean; Katrina A. Zalatan, Associate Dean, Director of Undergraduate Programs; Andrew J. Ward, Associate Dean, Graduate Programs; Paul Brockman, Senior Associate Dean for Faculty and Academic Affairs; C. Bryan Cloyd, Chair, Department of Accounting; Shin-Yi Chou, Chair, Department of Economics; Nandu Nayar, Chair, Perella Department of Finance; Yuliang (Oliver) Yao, Chair, Department of Management; David A. Griffith, Chair, Department of Marketing.

The College of Business and Economics offers the bachelor of science degree in business and economics. In the dynamic global environment of the 21st Century, today's business students face unprecedented challenges. Lehigh's College of Business and Economics prepares them to meet these challenges and to succeed. The mission of Lehigh University's College of Business and Economics is to provide an intellectual and professional learning environment that advances knowledge through research and scholarship and that develops future leaders through experiential learning, rigorous analysis and the discipline of a strong work ethic – the hallmarks of a Lehigh University business education.

The College of Business and Economics consists of five departments: accounting, economics, Perella Department of Finance, management and marketing. Its programs, accredited by the AACSB International—The Association to Advance Collegiate Schools of Business—provide students with a solid foundation in business and economics principles. In addition to the traditional undergraduate majors of accounting, economics, finance, management and marketing, the College offers innovative programs and courses that respond to today's unique business requirements, including:

The Business Information Systems major that answers a recognized need in the business world. As businesses seek to make themselves more productive and competitive, they have become more reliant on information technology. Students with a good understanding of information systems can help businesses enhance their use of this technology.

The Supply Chain Management major is another response to the complex environment facing business graduates. This undergraduate major gives students solid exposure to supply management, logistics, business-to-business marketing and operations management.

The College of Business and Economics has joined with the College of Engineering to offer two cross-college programs. These programs, Integrated Business and Engineering (IBE) and Computer Science and Business (CSB), are described in full in the following "Crossing Boundaries" section.

All minors offered by the College of Arts and Sciences are available to CBE undergraduate students. The engineering minor offered by the College of Engineering is also available to all CBE undergraduates. The following CBE minors are available to CBE students: business

information systems, international economics, public policy economics, supply chain management, and management.

In order to declare a CBE minor, students must first have a CBE declared major. There is no overlapping credit between CBE major and CBE minor courses or between CBE minors.

## **CROSSING BOUNDARIES**

A major strength of the College of Business and Economics is its ability to develop programs by partnering across academic disciplines within the College, across the colleges within the University and with the business community. Students are able to cross traditional boundaries and take advantage of all that the College of Business and Economics and other colleges of the University have to offer. The partnerships built with alumni and the business community afford students the opportunity for internships in their areas of interest.

As the needs in the marketplace change, the ingredients necessary for success must reflect these new requirements. From courses in e-commerce to supply chain management and joint degree programs, the College of Business and Economics provides today's undergraduate students with the skills necessary to become tomorrow's business leaders.

## **ENTREPRENEURSHIP MINOR**

The program aims to prepare students from all undergraduate colleges at Lehigh with the skill sets, attitudes, and understanding of the processes to realize their entrepreneurial goals in either an emerging or established company setting. The program is designed to be generally accessible to students from all disciplines with an emphasis upon innovation, the entrepreneurial process, and cross-functional integration. The minor can be added to any undergraduate degree at the university.

## **INTEGRATED REAL ESTATE MINOR**

Integrated Real Estate At Lehigh (ire@l) is a three or four year course of study designed to complement a wide range of majors, from art and architecture to civil engineering to environmental science to finance to marketing to economics. The mission of the ire@l program is to prepare the next generation of real estate leaders. Students completing the ire@l program will earn a minor in real estate.

## **CAREER PLACEMENT**

The undergraduate programs in the College of Business and Economics provide the students with a strong foundation in business and economic principles necessary for success in business. Upon graduation, the majority of students from the College of Business and Economics enter business in many different professional positions including accounting, investment banking, advertising, marketing, management consulting, and information systems. Further professional studies in law, graduate business schools or specialized graduate education in economics, operations research, or other related fields are additional options open to graduates.

## **VARIETY OF OPTIONS**

While preparing students for a career in business and economics, we recognize the importance of a well-rounded individual. At Lehigh, this important exposure to science, language and the arts and humanities is accomplished by distribution requirements, within which the student has wide choice. Students take 48 credits outside the College of Business and Economics.

The bachelor of science in business and economics may also lead to admission into the master of business administration program at Lehigh or another institution after graduates have at least 2-3 years of work experience. In addition, the college also offers the following graduate degrees: doctor of philosophy, master of business administration and engineering, master of business administration and educational leadership, master of science in accounting and information analysis, master of science in analytical finance, master of science in economics, and master of science in management.

## BACHELOR OF SCIENCE IN BUSINESS AND ECONOMICS

The College of Business and Economics at Lehigh University prepares students to become business and community leaders in a broad range of organizations. Our undergraduate students acquire the knowledge and skills needed to excel in business. Overall, we expect our graduates to be able to successfully solve complex, unstructured business problems.

For the bachelor of science degree in business and economics, 124 credit hours are required. A writing requirement, which is included within the required 124 credit hours, is also a part of the college curriculum.

### PLANNING COURSES OF STUDY

First Year	Credits
<a href="#">ENGL 001</a>	3
Select one of the following:	3
<a href="#">ENGL 002</a>	
<a href="#">ENGL 005</a>	
<a href="#">MATH 021</a> or <a href="#">081</a>	4
<a href="#">ECO 001</a>	4
<a href="#">BUS 001</a> or <a href="#">002</a>	3
<a href="#">ECO 045</a>	3
<a href="#">ECO 029</a>	3
<a href="#">BUS 005</a>	1
	<b>24</b>
Second Year	Credits

<a href="#">ACCT 151</a>	3
<a href="#">ACCT 152</a>	3
<a href="#">BIS 111</a>	3
<a href="#">ECO 146</a>	3
<a href="#">FIN 125</a>	3
<a href="#">MGT 143</a>	3
<a href="#">MKT 111</a>	3
<a href="#">SCM 186</a>	3
	<b>24</b>
<b>Third Year</b>	<b>Credits</b>
<a href="#">LAW 201</a>	3
	3
<b>Fourth Year</b>	<b>Credits</b>
<a href="#">MGT 301</a>	3
	3
<b>Total Credits: 54</b>	

## **MAJOR PROGRAMS (15 CREDITS - 23 CREDITS)**

By the end of the second semester of the sophomore year, students select a major consisting of sequential or related courses in one of the following major programs: accounting, business economics, business information systems, economics, finance, management, marketing, and supply chain management. A GPA of 2.0 or higher in the major program is required for graduation.

## **DOUBLE MAJORS**

Students in the College of Business & Economics may pursue a double major within the CBE according to college guidelines, which include the requirements of each of the majors and a minimum of 10 courses (30 credits) between the two combined majors. Students must declare a single major prior to declaring a second major. Students planning to pursue a second major within the CBE must meet a prerequisite GPA of 2.0 or higher.

## **GLOBALIZATION AND DIVERSITY REQUIREMENTS**

Each student must complete a minimum of 3 credits in Diversity and 3 credits in Globalization. These courses may simultaneously fulfill other CBE degree requirements.

## **ELECTIVES (52-55 CREDITS) - DEPENDING ON MAJOR**

Students will earn 52-55 credits of electives. A minimum of 48 credits are to be taken outside the College of Business and Economics.

Students are required to take six (6) credits of humanities (HU), six (6) credits of social science (SS), and three (3) credits of science (NS) for a total of 15 credits of distribution requirements. Students should refer to the department in the catalog to determine which course offerings may be taken to satisfy these requirements.

In the College of Business and Economics, the pass-fail option is available for elective courses only. A student desiring Lehigh credit for a course taken at another institution must complete a transfer credit form and obtain approval from the appropriate Lehigh academic department in advance.

## BUSINESS MINOR

The purpose of the business minor program is to enable non-CBE students to pursue a course of business studies which enables them to supplement their major studies and enhances their career options upon graduation. The overall learning objective of the program is to provide non-CBE students with the knowledge and skills with which to make more informed business decisions.

Courses offered in the business minor program are not open to students currently in the CBE, nor may these classes count as substitutes for CBE core classes should a student later decide to transfer into the CBE.

## PROGRAM OF STUDIES

The business minor consists of 14 credit hours. The courses are integrated across the entire program and must be taken in a stepped sequence. These 14 credit hours plus the prerequisite consist of the following courses:

### REQUIRED PREREQUISITE COURSE

[ECO 001](#) – Principles of Economics (4) [ECO 001](#) can be taken in either the freshman or sophomore year and must be completed prior to entering the Business Minor Program.

### REQUIRED COURSES

First Year			
Fall	Credits	Spring	Credits
<a href="#">BUS 125</a>	1	<a href="#">BUS 127</a>	3
<a href="#">BUS 126</a>	3		
	4		3
Second Year			
Fall	Credits	Spring	Credits
<a href="#">BUS 225</a>	3	<a href="#">BUS 226</a>	3
		<a href="#">BUS 326</a>	1

**Total Credits: 14**

## RECOMMENDED COURSES

The courses required in the business minor program will be offered in a stepped sequence requiring completion of each course in the sequence before being able to continue to the next course. That is, students must first complete [BUS 126](#) before taking [BUS 127](#), [BUS 127](#) before taking [BUS 225](#), and [BUS 225](#) before taking [BUS 226](#). [BUS 125](#) and [BUS 326](#) are to be taken in conjunction with [BUS 126](#) and [BUS 226](#) respectively.

## PROGRAM ADMISSION REQUIREMENTS

Each spring, 80 students will be accepted into the business minor program for the following fall. Applications to the program will be made by students and submitted to the program director by the last Friday in January. An admissions committee comprised of the business minor program director and the business minor curriculum committee will make admission decisions based on G.P.A., experience, and interest in pursuing business opportunities upon graduation from Lehigh (to be evaluated on the basis of a written essay). Students will be notified of admissions decisions by the first week in March to begin registration for the fall semester. Entrance into business minor classes will be controlled by restricted overrides by the director of business minor program. The Director of the Business Minor program is Robert Kuchta, Professor of Practice, Department of Management, 330 Rauch Business Center ([rok8@lehigh.edu](mailto:rok8@lehigh.edu)).

## GRADUATE PROGRAMS

[Graduate degree programs](#) offered by the college include the Master of Business Administration, the Master of Science in Accounting and Information Analysis, the Master of Science in Economics, the Master of Science in Management, and the Ph.D. in Business and Economics. [Interdisciplinary degree programs](#) are offered through partnerships with other colleges: P.C. Rossin College of Engineering and Applied Science - Master of Business Administration and Engineering; P.C. Rossin College of Engineering and Applied Science and the College of Arts and Sciences-Master of Science in Analytical Finance; College of Education-Master of Business Administration and Educational Leadership.



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For the bachelor of science degree in business and economics, 124 credit hours are required. A writing requirement, which is included within the required 124 credit hours, is also a part of the college curriculum.

For students entering Lehigh during the academic year 2019-2020 forward, the following core requirements will apply for the BS in Business and Economics degree:

First Year	Credits
<a href="#">ENGL 001</a>	3
BUS 003	1.5
BIS 044	1.5
BUS 001	1
<a href="#">MATH 021</a> or <a href="#">081</a>	4
<a href="#">ECO 001</a>	4
<a href="#">ECO 045</a>	3
<a href="#">MGT 043</a>	3
	<b>21</b>
Second Year	Credits
<a href="#">ACCT 151</a> <sup>1</sup>	3
<a href="#">ACCT 152</a>	3

<a href="#">BIS 111</a>	3
<a href="#">ECO 146</a> or ECO 119	3
<a href="#">FIN 125</a>	3
<a href="#">MKT 111</a>	3
<a href="#">SCM 186</a>	3
	<b>21</b>
<b>Third Year</b>	<b>Credits</b>
<a href="#">LAW 201</a>	3
<a href="#">MGT 243</a>	3
BUS 203	1.5
BIS 244	1.5
	<b>9</b>
<b>Fourth Year</b>	<b>Credits</b>
<a href="#">MGT 301</a>	3
	<b>3</b>
<b>Total Credits: 54</b>	

<sup>1</sup> ACCT 151 may also be taken in the spring of the first year with department permission.

For students entering Lehigh during the academic year 2019-2020 forward, the new core requirements will apply to the Bachelor of Science in Computer Science and Business degree and the Bachelor of Science in Integrated Business and Engineering as defined by those programs.

## MAJOR PROGRAMS (15 CREDITS - 23 CREDITS)

By the end of the second semester of the sophomore year, students select a major consisting of sequential or related courses in one of the following major programs: accounting, business economics, business information systems, economics, finance, management, marketing, and supply chain management. A GPA of 2.0 or higher in the major program is required for graduation.

## DOUBLE MAJORS

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## **BUSINESS MINOR**

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## **PROGRAM OF STUDIES**

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## **REQUIRED PREREQUISITE COURSE**

[ECO 001](#) – Principles of Economics (4) [ECO 001](#) can be taken in either the freshman or sophomore year and must be completed prior to entering the Business Minor Program.

## **REQUIRED COURSES**

<b>First Year</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>

<a href="#">BUS 125</a>	1	<a href="#">BUS 127</a>	3
<a href="#">BUS 126</a>	3		
	4		3
<b>Second Year</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
<a href="#">BUS 225</a>	3	<a href="#">BUS 226</a>	3
		<a href="#">BUS 326</a>	1
	3		4
<b>Total Credits: 14</b>			

## RECOMMENDED COURSES

The courses required in the business minor program will be offered in a stepped sequence requiring completion of each course in the sequence before being able to continue to the next course. That is, students must first complete [BUS 126](#) before taking [BUS 127](#), [BUS 127](#) before taking [BUS 225](#), and [BUS 225](#) before taking [BUS 226](#). [BUS 125](#) and [BUS 326](#) are to be taken in conjunction with [BUS 126](#) and [BUS 226](#) respectively.

## PROGRAM ADMISSION REQUIREMENTS

Each spring, 80 students will be accepted into the business minor program for the following fall. Applications to the program will be made by students and submitted to the program director by the last Friday in January. An admissions committee comprised of the business minor program director and the business minor curriculum committee will make admission decisions based on G.P.A., experience, and interest in pursuing business opportunities upon graduation from Lehigh (to be evaluated on the basis of a written essay). Students will be notified of admissions decisions by the first week in March to begin registration for the fall semester. Entrance into business minor classes will be controlled by restricted overrides by the director of business minor program. The Director of the Business Minor program is Robert Kuchta, Professor of Practice, Department of Management, 330 Rauch Business Center ([rok8@lehigh.edu](mailto:rok8@lehigh.edu)).

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