The Wilson College of Business offers the following under the supervision and jurisdiction of the college. The programs include:

**Graduate Major**
- Master of Business Administration (p. 1)

**Undergraduate Majors (B.A.)**
- Business Teaching (p. 2)

**Minors (p. 3)**
- International Business (p. 3) (also listed in Interdisciplinary)
- International Business (Non-Business Majors) (p. ) (also listed in Interdisciplinary)

**Program Certificates**
- Business Fundamentals (p. 4) (graduate certificate)
- Business of Health Care Administration for Business Majors (p. 4) (also listed in Department of Economics and Department of Nursing & Public Health)
- Business of Health Care Administration for Non-Business Majors (p. 5) (also listed in Department of Economics and Department of Nursing & Public Health)
- CTE Information Technology-Teaching (p. 6)
- International Business, Culture, and Language (p. 6) (also listed in Department of Languages and Literatures)
- Managerial Analytics (p. 7) (graduate certificate)
- Strategic Leadership and Innovation (p. 8) (graduate certificate)

**Note:** Students majoring in Business Teaching must satisfy the Wilson College of Business admission requirements before they can officially declare their major. A copy of the Admission, Retention, and Graduation Policy may be obtained from UNI Business Advising in the Wilson College of Business or at https://business.uni.edu/students/advising/university-business-policies.

Prior to completion of the admission requirements, students may sign an intent to major in Business Teaching and be classified as a prospective (pre)major. Pre-Business Teaching majors may enroll in lower division (below 3000-level) business courses only. Enrollment in upper division (3000/4000-level) business courses requires satisfactory completion of the Wilson College of Business admission requirements and any course prerequisites.

Business Teaching majors may declare a double major and/or major and minor within the Wilson College of Business, subject to regulations imposed by those Wilson College of Business departments affected. Business Teaching majors minoring within the Wilson College of Business must select minors designated for business majors. No more than one emphasis area may be declared in Management.

All students majoring in business must complete 50% of their major coursework in the Wilson College of Business at UNI. Major coursework would include any undergraduate, credit-bearing, graded course taught in the Wilson College of Business at UNI. Business courses taken at UNI as credit/no credit do not qualify. A minimum of 10 credits must be upper division (3000-4000 level courses). A student must earn a 2.20 cumulative grade point average at UNI; and earn an overall 2.20 grade point average in ACCT xxxx, MKTG xxxx, MGMT xxxx, FIN xxxx, and ECON xxxx courses taken at UNI. In addition, Business Teaching majors must complete a total cumulative and cumulative UNI GPA of 2.50 or better. Students given permission to graduate out-of-residence must earn a 2.20 or better in all courses approved and accepted for out-of-residence credit.

The Wilson College of Business limits the number of courses that can be counted towards major specific requirements across the College. The College will allow students to double count one major specific course between majors, with the following exceptions. These exceptions include major combinations which allow two double-counted courses:
- MIS/Business Analytics
- Real Estate/Finance: Financial Management or Investments
- Business Analytics/Economics: Business Economics

This guideline is not applicable to the business core. There are no limitations to the number of courses that can be double-counted towards minors and/or certificates within the College.

The Wilson College of Business may impose additional admission requirements for students wishing to declare a minor or a second Wilson College of Business major. Eligibility to declare a minor or a second Wilson College of Business major is based on competitive GPA and space availability. Students may obtain a copy of these requirements from Wilson College of Business Advising (CBB 5) in the Wilson College of Business.

**Master of Business Administration Degree Program**

Graduate study in business at UNI is designed to qualify people for effective and innovative leadership in organizations. The Master of Business Administration is a broad-based, integrated program which emphasizes the functional areas of business in order to provide the graduate with a balance between theoretical knowledge and practical business operations. The M.B.A. curriculum is designed to meet the needs of working professionals with undergraduate backgrounds in the liberal arts, sciences, engineering, as well as those with degrees in business. The M.B.A. program is accredited by AACSB International, the primary accrediting organization for management education.

The plan of study prescribed for the degree is structured to develop graduates who will have acquired:

1. knowledge of current business practices and management techniques necessary to be effective in managing and leading the day-to-day operations of the organization, as well as scanning the business environment and strategically planning for the future;
2. critical thinking skills to address complex business issues, gather information, identify and evaluate a range of options, and make ethical, thoughtful choices among the alternatives;
3. the ability to use appropriate quantitative and qualitative tools and concepts throughout the problem-solving process showing an appreciation for the interrelationships among the various business functions;
4. the ability to effectively participate as a team member, facilitate group processes, and manage team projects;
5. professional written and oral communication skills necessary for effective management.

Admission to the Master of Business Administration program is dependent upon the quality of the applicant's undergraduate record, relevant work experience and academic preparation.

Only graduate courses (course numbers 5000 or above) will apply to a graduate degree, even if the undergraduate course number (4999 or less) is listed. No exceptions will be made.

The 10 MBA courses provide the opportunity to earn three stackable certificates: Fundamentals of Management Certificate, Business Analytics Certificate, and Business Leadership and Innovation Certificate.

This program is available on the non-thesis option only. Students who enter the program with the undergraduate requirements of a baccalaureate degree will normally require 30 semester hours to complete the program. A minimum of 12 hours of 6000-level course work is required.

Students interested in this program must submit a completed Application for Admission to Graduate Study and should refer to their MyUNIverse Student Center To-Do list or contact the MBA Program Office for any other application requirements. Graduate information and application for graduate admission can be found at https://admissions.uni.edu/application.

Required

<table>
<thead>
<tr>
<th>Accounting:</th>
<th>Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 6030 Accounting for Business Management 3</td>
<td>MGMT 6250 Business Strategy 3</td>
</tr>
<tr>
<td>MKTG 6170 Marketing Management 3</td>
<td>MGMT 6252 Information Systems &amp; Data Visualization 3</td>
</tr>
<tr>
<td>MGMT 6254 Business Intelligence 3</td>
<td>MGMT 6260 Leading People, Driving Success: Leadership and HR Management 3</td>
</tr>
<tr>
<td>MGMT 6262 Cross-Functional Operations 3</td>
<td>MGMT 6262 Innovative Thinking &amp; Creative Problem Solving 3</td>
</tr>
<tr>
<td>MGMT 6266 Research and Analysis for Management Decisions 3</td>
<td>FIN 6266 Financial Management and Markets 3</td>
</tr>
<tr>
<td>Total Hours 30</td>
<td></td>
</tr>
</tbody>
</table>

Bachelor of Arts Degree Programs

Business Teaching Major

The Business Teaching major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements, the Professional Education Requirements, and the following specified major requirements, to complete the minimum of 120 hours.

Required business teaching core

<table>
<thead>
<tr>
<th>Business Administration, Interdepartmental:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS 1000 Introductory Seminar for Business Professionals 0</td>
</tr>
<tr>
<td>BUSINESS 2000 Business Professionals in Training 0</td>
</tr>
<tr>
<td>Business:</td>
</tr>
<tr>
<td>BUSTEACH 2091 Introduction to Curriculum and Methods for Business Education 2</td>
</tr>
<tr>
<td>BUSTEACH 3117 Field Experience in Business Teaching 1</td>
</tr>
<tr>
<td>BUSTEACH 3191 Advanced Curriculum and Methods for Business Education 2</td>
</tr>
</tbody>
</table>

Accounting:

| ACCT 2120 Principles of Financial Accounting 3 |
| ACCT 2130 Principles of Managerial Accounting 3 |

Marketing:

| MKTG 2110 Principles of Marketing 3 |

Management:

| MGMT 2080 Introduction to Information Systems 3 |
| MGMT 2113 Business Communication 3 |
| MGMT 3100 Legal and Social Environment of Business 3 |
| MGMT 3965/5965 Organizational Behavior 3 |

Finance:

| FIN 1040 Financial Skills for Smart Living 3 |
| FIN 3130/5130 Corporate Finance 3 |

Economics:

| ECON 1011 Statistics for Business Analytics * 3 |
| ECON 2090 Decision Analytics * 3 |
| ECON 1041 Principles of Macroeconomics 3 |
| ECON 1051 Principles of Microeconomics 3 |

Mathematics:

| STAT 1772 Introduction to Statistical Methods 3 |

Marketing and Entrepreneurship:
Total Hours 50

* ECON 1041 or ECON 1031 satisfy the Quantitative Reasoning requirement of the UNIFI/General Education program.

The Professional Education Requirements for the Business Teaching major include 30 hours in the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDPSYCH 2030</td>
<td>Dynamics of Human Development</td>
<td>3</td>
</tr>
<tr>
<td>EDPSYCH 3148</td>
<td>Learning and Motivation in Classroom Contexts</td>
<td>3</td>
</tr>
<tr>
<td>MEASRES 3150</td>
<td>Classroom Assessment</td>
<td>2</td>
</tr>
<tr>
<td>SOCFOUND 3119</td>
<td>Schools and American Society</td>
<td>3</td>
</tr>
<tr>
<td>SPED 3150</td>
<td>Meeting the Needs of Diverse Learners in Classrooms</td>
<td>2</td>
</tr>
<tr>
<td>TEACHING 2017</td>
<td>Level 1 Field Experience: Exploring Teaching</td>
<td>1</td>
</tr>
<tr>
<td>TEACHING 3128</td>
<td>Level 2 Field Experience: Lesson Planning and Instruction</td>
<td>1</td>
</tr>
<tr>
<td>TEACHING 3138</td>
<td>Secondary School Teaching</td>
<td>4-12</td>
</tr>
<tr>
<td>TEACHING 4170/5170</td>
<td>Human Relations: Awareness and Application</td>
<td>3</td>
</tr>
</tbody>
</table>

Minors

International Business Minor

The interdepartmental minor in International Business is available to Wilson College of Business students majoring in Accounting, Business Analytics, Business Teaching, Economics - Business Economics emphasis, Finance, Human Resource Management, Management, Management Information Systems, Marketing, Real Estate, and Supply Chain Management. The International Business minor enhances the common body of knowledge gained through the business core by focusing on international trade and commerce issues/perspectives.

Required

World Affairs: 3

Select one of the following:

Geography:
- GEOG 1110 Global Geography

Political Science:
- POL INTL 1024 International Relations

International Business Core: 12

Marketing:
- MKTG 3178/5178 Global Trade Practices
- MKTG 3176/517 Global Marketing

Management:
- MGMT 3189/5189 International Management

Financial:
- FIN 3032/5032 International Financial Management

Economics:
- ECON 3249/5249 Economic Development

International Experience: 0

BUSINESS 3169 International Experience *

International Electives

Select one of the following: 3

Management:
- MGMT 3161 Supply Chain and Purchasing

Marketing:
- MKTG 4595 Internship-Marketing **

Political Science:
- POL INTL 3119 Politics of the Global Economy
- POL INTL 3143 International Law
- POL INTL 3145 International Organizations

Sociology/Anthropology:
- ANTH 3001 Language and Culture
- ANTH 3104/POL INTL 3143 International Organizations

Or any additional course listed within the international business core above.

Total Hours 18

* This BUSINESS 3169 course requires the successful completion of an approved study abroad experience, or a departmental internship or cooperative education experience that includes a significant international component. Department internships or cooperative education credits that meet the requirements of the international experience can, by student request, be used to fulfill the elective requirement. This course may be substituted with any course involving collaboration on cross-border projects subject to approval of the Global Opportunities Coordinator.

**International section only.

International Business Minor (Non-Business Majors)

The interdepartmental minor in International Business (Non-Business Majors) is available to any non-business major. The purpose of this minor is to allow non-business majors to build a basic body of knowledge concerning business and business operations and expand knowledge with respect to international business, trade, and commerce.

Required

World Affairs: 3

Select one of the following:

Geography:
- GEOG 1110 Global Geography

Political Science:
- POL INTL 1024 International Relations

International Business Core: 15

Accounting:
- ACCT 2120 Principles of Financial Accounting

Marketing:
- MKTG 2110 Principles of Marketing

Management:
**Program Certificates**

The University of Northern Iowa makes available, in addition to traditional programs, the opportunity for students to earn program certificates. Program certificates provide an alternative to programs leading to a degree, a major, or a minor; they certify that an individual has completed a program approved by the university. For information on the following program certificates, contact the Wilson College of Business or the Office of the Registrar, which serves as the centralized registry.

**Business Fundamentals (graduate certificate)**

This graduate certificate is available to graduate students interested in fundamentals of management.

- **FIN 6266** Financial Management and Markets 3
- **ACCT 6030** Accounting for Business Management 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 3100</td>
<td>Legal and Social Environment of Business</td>
<td></td>
</tr>
<tr>
<td>MGMT 3965/5965</td>
<td>Organizational Behavior</td>
<td></td>
</tr>
<tr>
<td>ECON 1031</td>
<td>Introduction to Business Economics</td>
<td></td>
</tr>
<tr>
<td>MGMT 3189/5189</td>
<td>International Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 3163</td>
<td>Distribution and Logistics</td>
<td></td>
</tr>
<tr>
<td>MKTG 3176/5176</td>
<td>Global Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3178/5178</td>
<td>Global Trade Practices</td>
<td></td>
</tr>
<tr>
<td>MKTG 4595</td>
<td>Internship-Marketing *</td>
<td></td>
</tr>
<tr>
<td>BUSINESS 3169</td>
<td>International Experience **</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours** 27

* International section only.

**This BUSINESS 3169 course requires the successful completion of an approved study abroad experience, or a departmental internship or cooperative education experience that includes a significant international component. Department internships or cooperative education credits that meet the requirements of the international experience can, by student request, be used to fulfill the elective requirement. This course may be substituted with any course involving collaboration on cross-border projects subject to approval of the Global Opportunities Coordinator.


NOT available to General Business Concepts minors.

**Certificate in Business Of Health Care Administration for Business Majors**

The interdisciplinary Health Care Administration certificate for Business Majors includes courses which develop basic business skills for students desiring business careers in health care. Both nonprofit and for-profit health institutions such as clinics, hospitals, insurance companies, medical offices, and long-term care facilities require employees with business skills. Business professionals manage employees, manage finances, raise funds, reduce and manage risk, work with or for insurance companies, and seek ways to provide effective and cost-efficient care. Requires completion of any business major.

Required:

**Accounting:**
- **ACCT 2120** Principles of Financial Accounting 3

**Economics:**
- **ECON 2140** Health Economics 3

**Public Health and Education:**
- **PH 1101** Introduction to Public Health 3
- **PH 3640/5640** Worksite Health Promotion 3

Electives (one of the following): 6

- **ECON 1001** Economics of Social Issues *
- **ECON 2112** Intermediate Microeconomic Theory
- **ECON 3217/5217** Economics of Labor Markets
- **ECON 3371** Economic and Business Forecasting
- **POL AMER 1048** Introduction to Public Administration

Electives (two of the following): 3

- **ANTH 3102/5102** Culture, Disease, and Healing **
- **CAP 3173/ RELS 3510/PHIL 3510** Bio-Medical Ethics
- **CAP 3194/ RELS 3110/PHIL 3110** Perspectives on Death and Dying

**Criminology:**
- **CRIM 3369** Drugs and Society **

**Family Services:**
- **FAM SERV/GERO 3161** Families, Alzheimer's and Related Dementias

**Finance:**
- **FIN 3050** Risk Management and Insurance
Gerontology:

GERO/FAM SERV 2111  Families and End of Life Issues
GERO 4170/5170  Long Term Care Administration

Philosophy:

PHIL/RELS 3110  Perspectives on Death and Dying

Psychology:

PSYCH 3303/5303  Health Psychology **

Public Health and Education:

PH 2630  Aging and Health
PH 2620  Stress and Coping
PH 3320/5320  Global Service Mission
PH 2530  Introduction to Women's Health
PH 3330/5330  Health of Vulnerable Populations
PH 3340/5340  International Health
PH 3720/5720  Environmental and Occupational Health Regulations

Sociology:

SOC 3035/5035  Social Gerontology **
SOC 3086/5086  Medical Sociology **

** Total Hours 21

* Course can be used to satisfy the Responsibility requirement in the UNIFI/General Education program.

** The following courses have additional prerequisites:
- ANTH 3102/5102 has prerequisite of SOC 1000 or ANTH 1002. SOC 1000 can be used to satisfy the Human Condition - Domestic requirement in the UNIFI/General Education program. ANTH 1002 can be used to satisfy the Human Condition - Global requirement in the UNIFI/General Education program.
- CRIM 3369 has prerequisite of SOC 1000 or SOC 1060; CRIM 2025. SOC 1000 can be used to satisfy the Human Condition (Domestic) requirement in the UNIFI/General Education program.
- PSYCH 3303/5303 has prerequisite of PSYCH 1001. PSYCH 1001 can be used to satisfy the Human Condition (Domestic) requirement in the UNIFI/General Education program.
- SOC 3035/5035 and SOC 3086/5086 have prerequisite of SOC 1000 or SOC 1060. SOC 1000 and SOC 1060 can be used to satisfy the Human Condition (Domestic) requirement in the UNIFI/General Education program.

Certificate in Business Of Health Care Administration for Non-Business Majors

The interdisciplinary Health Care Administration certificate for Non-Business majors includes courses which develop basic business skills for students desiring business careers in health care. Both nonprofit and for-profit health institutions such as clinics, hospitals, insurance companies, medical offices, and long-term care facilities require employees with business skills. Business professionals manage employees, manage finances, raise funds, reduce and manage risk, work with or for insurance companies, and seek ways to provide effective and cost-efficient care.

Required:

Accounting:

ACCT 2120  Principles of Financial Accounting  3

Economics:

ECON 1031  Introduction to Business Economics  3
or ECON 1041  Principles of Macroeconomics
or ECON 1051  Principles of Microeconomics
ECON 2140  Health Economics  3

Public Health and Education:

PH 1101  Introduction to Public Health Community and Public Health  3
or CAP 3160  Community and Public Health
PH 3640/5640  Worksite Health Promotion  3

Elective(s) from the following (select one if major or minor requires no economics; select two if major or minor requires economics):

ANTH 3102/5102  Culture, Disease, and Healing

Capstone courses:

CAP 3173/3194/PHIL 3510  Bio-Medical Ethics
CAP 3173/3194/PHIL 3510  Perspectives on Death and Dying

Criminology:

CRIM 3369  Drugs and Society *

Economics:

ECON 1001  Economics of Social Issues

Family Services:

FAM SERV/GERO 3161  Families, Alzheimer's and Related Dementias

Finance:

FIN 3050  Risk Management and Insurance

Gerontology:

GERO/FAM SERV 2111  Families and End of Life Issues
GERO 4170/5170  Long Term Care Administration

Philosophy:

PHIL/RELS 3110  Perspectives on Death and Dying

Political Science:

POL AMER 1048  Introduction to Public Administration

Psychology:

PSYCH 3303/5303  Health Psychology *

Public Health and Education:

PH 2630  Aging and Health
Certificate in International Business, Culture, and Language

The Certificate in International Business, Culture, and Language is available to Wilson College of Business students majoring in Accounting, Business Analytics, Business Teaching, Economics, Finance, Human Resource Management, Management, Management Information Systems, Marketing, Real Estate, and Supply Chain Management and to students completing the General Business Concepts minor. The purpose of this certificate is to encourage students to seek language and cultural knowledge in order to build a foundation for understanding the global environment in which business operates. For more information students should contact Wilson College of Business Advising, CBB 5. To enroll in this program students must declare their intent on a Declaration of Curriculum form. The form may be obtained in CBB 5.

International Business
MGMT 3189/5189 International Management 3

Cultural and Political Perspectives
Select one of the following: 3
Political Science:
POL INTL 1024 International Relations *
Geography:
GEOG 1110 Global Geography *
Sociology:
SOC 1000 Introduction to Sociology *
Anthropology:
ANTH 1002 Introduction to Cultural Anthropology *
Philosophy and World Religions:
RELS 1020 Religions of the World *
RELS/PHIL 1540 Ethics in Business

Foreign Language and History *
Select one of the language options below: 9-15
Chinese (14-15 hours)
CHIN 1001 Elementary Chinese I ** 4
CHIN 1002 Elementary Chinese II ** 4
Select two of the following:
CHIN 1011 Intermediate Chinese I 4-5
RELS 2100 Hinduism and Buddhism 3
RELS 2110 Confucianism, Daoism, and Zen 3
HUM 3124 China * 3
POL COMP 3162 Politics of East Asia 3
HIST 4850/5850 Pre-Modern Chinese History 3
HIST 4860/5860 Modern Chinese History 3

French (12 hours)

### Wilson College of Business

#### FREN 1001
Introduction to French Language and Culture I  **  3

#### FREN 1002
Introduction to French Language and Culture II  **  3

Select two of the following:

- **FREN 2001**
  Intermediate French Language and Culture  3
- **FREN 2002**
  Composition  3
- **FREN 2012**
  Advanced Topics in French Conversation:  ___  3

**German (12 hours)**

- **GER 1001**
  German Language and Culture I  **  3
- **GER 1002**
  German Language and Culture II  **  3

Select two of the following:

- **ENGLISH/CAP 3148**
  The Holocaust in Literature and Film  3
- **HIST 4460/5460**
  History of Germany to 1648  3
- **HIST 4630/5630**
  History of Germany Since 1648  3

**Spanish (12 hours)**

- **SPAN 1001**
  Elementary Spanish I  **  3
- **SPAN 1002**
  Elementary Spanish II  **  3

Select two of the following:

- **HUM 3123**
  Latin America  *  3
- **SPAN 2001**
  Intermediate Spanish  3
- **SPAN 2002**
  Oral and Written Spanish  3
- **SPAN 2053**
  Spanish for Special Purposes:  ___  3
- **SPAN 3001**
  Advanced Writing  ***  3
- **SPAN 3006**
  Spanish for Heritage Speakers  ***  3
- **SPAN 3020**
  Latin American Culture and Civilization  *  3
- **SPAN 3050/5050**
  Written Communication  ***  3
- **SPAN 3052/5052**
  Contemporary Hispanic Culture  3-5
- **HIST 4720/5720**
  Modern Latin American History  3
- **POL COMP 3167**
  Latin American Politics  3

**English (9 hours)****

Select one of the following:

- **HIST 1023**
  History of the United States  3
- **POL AMER 1014**
  Power & Politics in the U.S.  *  3

Select two of the following:

- **ENGLISH 2520**
  Multicultural Literature  3
- **ENGLISH 2340**
  Survey of English Literature II: Romantics to Post-Colonialism  3

- **ENGLISH 2420**
  Survey of American Literature  ^  3
- **ENGLISH 4410/RELS 4230/5230**
  Early American Literature  ^  3
- **ENGLISH 4420/5420**
  The American Renaissance  ^  3
- **ENGLISH 4445/5445**
  American Novel Since 1900  ^  3
- **HIST 4235/5235**
  Popular Culture in the United States  3
- **HIST 4275/5275**
  United States Constitutional History  3
- **HIST 4240/5240**
  History of American Thought  3
- **HIST 4250/5250**
  Religion in America  3
- **RELS 3180**
  Religion and Politics: (Topics)  3

+ A student's native language cannot be used to meet the language requirement of the certificate.

* Credit hours in these UNIFI/General Education courses may be applied toward the completion of the UNIFI/General Education requirement and the completion of this certificate program.

** Students who received credit toward the foreign language competency requirement for UNI graduation from satisfactory performance in high school language courses or students who can pass an equivalency examination do not need to take these courses.

*** Students may choose only one of the following courses as an elective: SPAN 3001, SPAN 3006, or SPAN 3050/5050

**** Available only for students who are non-native English speakers.

^ The following courses have additional prerequisites:
  - SPAN 3020 has prerequisite of SPAN 3001 or SPAN 3006 or SPAN 3050/5050 or equivalent.
  - ENGLISH 2340 and ENGLISH 2420 have prerequisite or corequisite ENGLISH 2120.
  - ENGLISH 4410/5410, ENGLISH 4420/5420, and ENGLISH 4445/5445, have prerequisites ENGLISH 2120 or consent of instructor, and junior standing.

**Summary**

1. **International Business**  3
2. **Cultural and Political Perspectives**  3
3. **Foreign Language and History**  *  9-15
   - Chinese: 14-15 hours
   - French: 12 hours
   - German: 12 hours
   - Spanish: 12 hours
   - English: 9 hours

**Total Hours**  15-21

### Managerial Analytics (graduate certificate)

This graduate certificate is available to graduate students interested in managerial analytics.

**Required:**

- **MGMT 6252**
  Information Systems & Data Visualization  3
- **MGMT 6254**
  Business Intelligence  3
- **MGMT 6262**
  Cross-Functional Operations  3
Strategic Leadership and Innovation (graduate certificate)

This graduate certificate is available to graduate students interested in people management.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 6170</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 6250</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 6260</td>
<td>Leading People, Driving Success: Leadership and HR Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 6266</td>
<td>Innovative Thinking &amp; Creative Problem Solving</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 12

Expanded Career Option for Secondary Teacher Licensure

(Available to non-teaching business majors only.)

Majors in Accounting, Business Analytics, Economics: Business Economics, Finance, Human Resource Management, Management, Management Information Systems, Marketing, Real Estate, and Supply Chain Management in the Wilson College of Business have the option of receiving secondary teaching licensure to teach Business All 5-12. A student may complete this option by taking the required licensing courses as general university electives. The total number of hours required for licensure will be 44. This will expand the student's program beyond the normal eight semesters. Specific licensure requirements and information about this expanded career option may be obtained from the Wilson College of Business.

Other Licensure Options

Additional vocational licensure is available in multi-occupations.

Business Teaching Major, B.A.

BA in Business Common Core

Objective 1: Students will demonstrate disciplinary content knowledge

1.1 Learners will demonstrate broad knowledge of the business disciplines

1.2 Learners will utilize a variety of instructional strategies to develop a deeper understanding of business content

1.3 Learners will plan instruction that supports every student in meeting rigorous learning goals

Objective 2: Students will use quantitative skills to aid business decision making

2.1 Learners will display a broad set of quantitative skills as applied to business decision making across a wide range of business disciplines

2.2 Learners will recognize when to apply linear programming, marginality, or decision theory models

Objective 3: Students will display communication skills

3.1 Learners will demonstrate strong written communication skills as required for a business major

3.2 Learners will demonstrate professional writing and oral skills needed for Business Teachers

Objective 4: Students will be able to apply critical thinking skills

4.1 Learners will apply basic critical thinking skills as expected for all business majors

4.2 Learners will recognize tensions among alternative theses, differences of opinion, or alternative solutions to problems typically faced by Business Teachers

4.3 Learners will justify a position related to business teaching using context-specific rules/procedures of inquiry, and resulting evidence

Objective 5: Students will understand the work value expectations of contemporary organizations

5.1 Learners will identify ethical components in business situations

5.2 Learners will display other work values such as professional demeanor, quality of effort, dependability, attitude, and initiative

Master of Business Administration

Student Learning Objective 1: Professional Knowledge and Skills Graduates will demonstrate knowledge of current business practice and management techniques necessary to be effective in managing and leading the day-to-day operations of the organization, as well as scanning the business environment and strategically planning for the future.

Competency 1.1. Applies fundamentals of accounting and finance

Competency 1.2. Applies fundamentals for managing business operations

Competency 1.3. Applies fundamentals of marketing management

Competency 1.4. Applies fundamentals of managing human resources

Competency 1.5. Applies fundamentals of data management and analysis for the organization

Competency 1.6. Applies strategic planning for the organization

Student Learning Objective 2: Critical Thinking Skills Graduates will demonstrate the critical thinking skills to address complex business issues, gather information, identify and evaluate a range of options, and make ethical, thoughtful choices among the alternatives.

Competency 2.1. Identifies salient factor(s) and explains why they are salient or not salient

Competency 2.2. Uses and evaluates facts and evidence related to salient factors
Competency 2.3. Acknowledges and/or incorporate others’ perspectives

Competency 2.4. Draws appropriate conclusions

Competency 2.5. Identifies consequences and implications

Student Learning Objective 3: Problem Solving Skills Graduates will demonstrate the ability to use appropriate quantitative and qualitative tools and concepts throughout the problem solving process showing an appreciation for the interrelationships among the various business functions.

Competency 3.1. Articulate a statement of the problem in terms of a "gap" between the existing situation and a desired or possible state that will be addressed

Competency 3.2. Select an analytical framework or methodological approach that is appropriate for arriving at a decision or response to the developed problem statement above

Competency 3.3. Perform the analysis by locating and selecting data, applying the methodology to draw information or knowledge from the data, and arrive at conclusions relevant to the problem

Competency 3.4. Recommend action based on the analysis performed that will be most likely to resolve the problem as stated

Student Learning Objective 4: Teamwork Skills Graduates will demonstrate the ability to effectively participate as a team member, facilitate group processes, and manage team projects.

Individual Competencies:

Competency 4.1. Communication skills and task-related behaviors that support team participation

Competency 4.2. Facilitates group processes

Overall Team Competencies:

Competency 4.3. Efficiency in Team Project Management

Student Learning Objective 5: Communication Skills Graduates will demonstrate the professional communication skills necessary for effective management.

SLO 5A Communication with Executive Level Audiences:

Competency 5.A.1. Written communication for executive audiences

Competency 5.A.2. Oral communication to executive audiences

SLO 5B Supervisory Communication:

Competency 5.B.1. Supportive communication with peers and reports

Competency 5.B.2. Inclusive communication with peers and reports

SLO 5C Communication of Numeric Data:

Competency 5.C.1. Written communication of numeric data

Competency 5.C.2. Oral communication of numeric data

Competency 5.C.3. Visual display of numeric data

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**Business Teaching Major, B.A. (College of Business, Interdepartmental)**

This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

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<thead>
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## Wilson College of Business

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<td>TEACHING 4170/5170</td>
<td>Human Relations: Awareness and Application</td>
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### Total Hours

120