

College of Business Certificate Options | Fall 2024

These programs are open to all students (unless otherwise noted). A 2.2 combined grade point average, 60 credits earned and all course prerequisites are required for enrollment in the 300/400 courses unless otherwise noted. There is a limit of 21 credits in the 300/400 business courses without being admitted to the College of Business or BA/BS Economics major.

Business Analysis Certificate

12 credits

Not available to Information Systems majors or minors.

Required Courses:

- COMM 213/214 Interpersonal Speech Communication (XC) (3)___
 INFO SYS 311* Essentials of Information Systems (3)___
 INFO SYS 414 Business Analysis (INFO SYS 311) (3)___

Plus three credits from:

- INFO SYS 481 Strategic IS Project Mgmt (complete 4 core courses) (3)___
 MHR/EGRT 360** Engineering Project Management (3)___
 APC 380 Project Management Techniques (w/ approval) (3)___

Business Economics Certificate

12 credits

Not available to BBA majors & BA/BS Economics majors.

Required Courses:

- ECON 201 Principles of Macroeconomics (XS) (3)___
 ECON 202 Principles of Microeconomics (XS) (3)___

Plus three credits from:

- ECON 210 Economic and Business Statistics (XM) (3)___
(MATH 104, 106, 108, 204, 206, or 171 w/C or placement)
 ECON 300/400 course (3)___

Plus three credits from:

(3)___
 Any additional three credits in any College of Business Dept at the 300/400 level.

Business Analytics Certificate

12 credits

Not available to Business Analytics majors.

Required Courses:

- ECON 210^ Economic & Business Statistics (XM) (3)___
(MATH 104, 106, 108, 204, 206 or 171 w/C or placement)

Plus six credits from:

- ECON 472* Time Series Analysis & Forecasting (3)___
(ECON 210 w/C or MATH 301 w/C)^
 ECON 473* Econometric Methods (3)___
(ECON 210 w/C or MATH 301 w/C)^
 ECON 475* Predictive Analytics (3)___
(ECON 210 w/C or MATH 301 w/C)^

Electives - Plus three credits from:

- ECON 472* Time Series Analysis (ECON 210 or MATH 301 w/C)^ (3)___
 ECON 473* Econometric Methods (3)___
(ECON 210 w/C or MATH 301 w/C)^
 ECON 475* Predictive Analytics (3)___
(ECON 210 w/C or MATH 301 w/C)^
 ECON 476* Sports Analytics (3)___
(ECON 210 w/C or MATH 301 w/C)^
 INFO SYS 301 Python for Data Analytics (3)___
 INFO SYS 315 Database Systems in Business (3)___
(INFO SYS 311) or (MHR 381) or (CS 271 w/C)
 MARKET 374 Marketing Research (3)___
(MARKET 371 and MHR 381 w/C)
 MARKET 418 Marketing Analytics (3)___
(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
 MARKET 428 Digital Marketing Analytics (3)___
(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
 MHR 381** Quantitative Business Analytics (3)___
(ECON 210 w/C or MATH 301 w/C) - ONLY OPEN to non-BBA majors as elective
 SCM 342 Supply Chain Modeling & Analysis (c/SCM 341) (3)___
 SCM 445** Supply Chain Strategy & Analytics (SCM 341) (3)___

^Analytics certificates may substitute PSYCH 203 w/B or SOC 281 w/B or MATH 301 w/C for ECON 210.

Note: ECON 472, ECON 473 or ECON 475 can only be used to fulfill one requirement (either required or elective).

Cost Management Certificate

9 credits

Not available to Accounting majors.

Required Courses:

- ACCT 207 Essentials of Managerial Accounting (3)___
(ACCT 206 w/C)
 ACCT 303 Cost Management (ACCT 207 w/C) (3)___
 ACCT 411 Advanced Cost Management (ACCT 303 w/C) (3)___

Cybersecurity Certificate

15 credits

Not available to Information Systems majors or minors.

Required Courses:

- INFO SYS 311* Essentials of Information Systems (3)___
 INFO SYS 316 Network and Data Communications (3)___
(INFO SYS 311 w/C or CS 271 w/C)
 INFO SYS 411 Enterprise Security Management (INFO SYS 311) (3)___
 INFO SYS 412 Barbarians at the Gates: Securing the Network (3)___
(INFO SYS 311 and INFO SYS 316)
 INFO SYS 413 IS Risk Management (INFO SYS 311 w/C) (3)___

Data Modeling and Visualization Certificate

15 credits

Not available to Information Systems majors or minors.

Required Courses:

- INFO SYS 311* Essentials of Information Systems (3)___
 INFO SYS 315 Database for Business (3)___
(INFO SYS 311 or MHR 381 or CS 271 w/C)
 INFO SYS 301* Python for Data Analytics (3)___
 INFO SYS 302* Data Visualization (3)___
(INFO SYS 201 or 301) and (MATH 109 or 189 or 201 or 301 or ECON 210 or MHR 381 w/C)
 INFO SYS 303* Data Modeling with Python (3)___
(INFO SYS 301 or 201) and (INFO SYS 315 w/C)

* | These courses can be taken with 30 credits earned

** | These courses can be taken with 44 credits earned

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Digital Marketing Certificate 9 credits

Required Courses:

MARKET 363**	Digital Marketing	(3)___
MARKET 428	Digital Marketing Analytics	(3)___
<i>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</i>		

Plus three credits from:

COMP SCI 125	World Wide Web Site Development (XS)	(3)___
INFO SYS 350	E-Commerce Technology Management	(3)___
<i>(INFO SYS 311 and INFO SYS 201 or CS 125)</i>		
JOURNAL 251	Foundations of Multimedia Storytelling	(3)___
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 376**	Advertising & Social Media Marketing	(3)___

Residency requirement: 6 credits must be earned at UW Oshkosh.

Entrepreneurship and Innovation Certificate 9 credits

Not available to Management/Family Business & Entrepreneurship emphasis majors.

Required Courses:

MHR 373**	Entrepreneurship	(3)___
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Plus 2 courses from List A

OR

1 course from List A + 1 course from List B

LIST A

MHR 372**	Creativity and Innovation	(3)___
MHR 374**	Social Entrepreneurship	(3)___
MHR 454	Managing the Family & Closely-Held Bus [^]	(3)___
MHR 475**	Managing the Small Growing Business	(3)___
<i>(complete 6 credits of Business Core courses)</i>		

LIST B

ACCT 303	Cost Management <i>(ACCT 207 w/C)</i>	(3)___
ART 483	Prof Practices for the Studio Area	(3)___
<i>(ART 111 or 102Q1, 112, 114, 209, and 210)</i>		
COMP SCI 125	World Wide Web Site Development (XS)	(3)___
CRIM JUST 212	Managing Criminal Justice Organizations	(3)___
<i>(CRIM JUST 110 and CRIM JUST 270)</i>		
EGRT 360**	Engineering Project Management	(3)___
FINANCE 320	Real Estate Finance	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 326	Real Estate Principles	(3)___
FINANCE 351	Financial Planning & Risk Management	(3)___
<i>(FINANCE 331 w/C-)</i>		
FINANCE 431	Financial Statement Analysis	(3)___
<i>(FINANCE 331 w/C- and c/MHR 381)</i>		
FINANCE 436	Advanced Financial Management	(3)___
<i>(FINANCE 334 or FINANCE 431) and (MHR 381 w/C-)</i>		
FINANCE 440	Bus Risk Mgmt & Insurance <i>(FINANCE 340)</i>	(3)___
INFO SYS 314	System Analysis Design	(3)___
<i>(c/INFO SYS 311 or CS 271)</i>		
INFO SYS 352	Technology Innovation	(3)___
<i>(INFO SYS 151 and INFO SYS 311)</i>		
KINESLGY 447	Admin & Facilities Management in Kines	(3)___
<i>(KINESLGY 370)</i>		
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 374**	Marketing Research	(3)___
<i>(MARKET 371 and MHR 381 w/C)</i>		
MARKET 376**	Advertising & Social Media Marketing	(3)___
MARKET 377**	Consumer Behavior <i>(MARKET 371)</i>	(3)___
MHR 360**	Project Management	(3)___
MHR 383**	HR Staffing & Planning	(3)___
<i>(MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) *</i>		
MHR 386**	Compensation Management	(3)___
<i>(MHR 351 and MHR 361) and (ECON 210 w/C or MATH 301 w/C) *</i>		
MUSIC 119	Career Skills for the Music & Arts Industries	(3)___
MUSIC 120	Introduction to Music Bus in Arts Admin	(3)___
<i>(MUSIC 119 or instructor consent)</i>		
SCM 343	Mfg. Planning & Control Systems <i>(SCM 341)</i>	(3)___

**Non-BBA majors may substitute PSYCH 101 or SOC 101 for MHR 351 AND/OR PSYCH 203 or SOC 281 w/B for ECON 210.*

^ Must be in final semester, admitted to the College of Business, c/BUS 492 or 442 and graduation application on file.

* | These courses can be taken with 30 credits earned

** | These courses can be taken with 44 credits earned

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Finance and Investments Certificate 9 credits

Only available to BBA majors except Finance.

Required Courses:

FINANCE 333	Financial Markets	(3)___
	<small>(FINANCE 331 w/C- and c/MHR 381)</small>	
FINANCE 334	Investment Management	(3)___
	<small>(FINANCE 331 w/C- and c/MHR 381)</small>	
FINANCE 335	International Business Finance	(3)___
	<small>(FINANCE 331 w/C- and c/MHR 381)</small>	

All courses must be taken at UW Oshkosh to fulfill the residency requirement for this certificate.

Financial Management Certificate 9 credits

Only available to BBA majors except Finance.

Required Courses:

FINANCE 334	Investment Management	(3)___
	<small>(FINANCE 331 w/C- and c/MHR 381)</small>	
FINANCE 431	Financial Statements Analysis	(3)___
	<small>(FINANCE 331 w/C- and c/MHR 381)</small>	
FINANCE 436	Advanced Financial Management	(3)___
	<small>(FINANCE 334 or FINANCE 431) and (MHR 381 w/C-)</small>	

All courses must be taken at UW Oshkosh to fulfill the residency requirement for this certificate.

Human Resource Management Certificate 12 credits

Not available to Human Resource Management majors.

Required Courses:

MHR 361**	Essentials of Human Resource Management	(3)___
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Plus nine credits from:

FINANCE 451	Employee Benefits & Retirement Planning	(3)___
	<small>(FINANCE 331 w/C- and MHR 361 w/C-)</small>	
MHR 382**	Employee Relations	(3)___
	<small>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</small>	
MHR 383**	HR Staffing & Planning	(3)___
	<small>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</small>	
MHR 384**	Training & Development	(1.5)___
	<small>(MHR 351 and MHR 361)*</small>	
MHR 385**	Occupational Safety & Health	(1.5)___
	<small>(MHR 351 and MHR 361)*</small>	
MHR 386**	Compensation Management	(3)___
	<small>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</small>	
MHR 387**	Benefits Administration	(1.5)___
	<small>(MHR 351 and MHR 361)*</small>	
MHR 388**	HR Information & Metrics	(1.5)___
	<small>(MHR 351 and MHR 361)* and (ECON 210 w/C or MATH 301 w/C)**</small>	
MHR 389**	International Human Resources Mgmt	(3)___
	<small>(MHR 351 and MHR 361)</small>	
MHR 453	Managing Change^	(3)___

Non-BBA majors may substitute PSYCH 101 or SOC 101 for MHR 351

** Non-BBA majors may substitute PSYCH 203 or SOC 281 w/B for ECON 210

^ Must be in final semester, admitted to the College of Business, c/BUS 492 or 442 and graduation application on file.

* | These courses can be taken with 30 credits earned

** | These courses can be taken with 44 credits earned

Information Systems Certificate 12 credits

Not available to Information Systems majors or minors.

Required Courses:

INFO SYS 311*	Essentials of Information Systems	(3)___
INFO SYS 314	Systems Analysis and Design	(3)___
	<small>(c/INFO SYS 311 or CS 271)</small>	

Plus three credits from:

COMP SCI 142	Intro to Computer Science & Programming	(3)___
	<small>(MATH 103 or PBIS 187 or PBIS 188 or PBIS 189 all w/C or placement in MATH 104 or higher)</small>	
COMP SCI 221	OO Design & Programming I	(3)___
	<small>(MATH 104 or 108 or 206 w/C) or (CS 142) or (placement to MATH 171)</small>	
INFO SYS 201	Intro to Business Application Development	(3)___
	<small>(MATH 104 or MATH 106 or MATH 171 or MATH 204 or MATH 206)</small>	
INFO SYS 301*	Python for Data Analytics	(3)___

Plus three credits from:

The student must complete an additional three credits in any INFO SYS 300/400 level not already taken. (3)___

Insurance & Risk Management Certificate 9 credits

Required Courses:

FINANCE 340	Risk Management & Insurance	(3)___
	<small>(FINANCE 331 w/C- or ECON 210 w/C- or MATH 171 w/C- or MATH 201 w/C-)</small>	

Plus three credits from:

FINANCE 351	Financial Planning and Risk Management	(3)___
	<small>(FINANCE 331 w/C-)</small>	
FINANCE 445	Insurance Company Operations	(3)___
	<small>(FINANCE 340)</small>	

Plus three credits from:

Any additional three credits in any College of Business Department at the 300/400 level. (3)___

Note: Finance 351 and 445 only count once toward the nine credit certificate requirement.

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International Business Certificate 9 credits

Not available to International Economics certificate, Global Business minors and Management/International emphasis majors. BA/BS Econ majors cannot double count ECON courses used in major.

Nine credits and two different departments from list below:

ACCT 406	International Accounting (ACCT 302)	(3)___
BUS 494	International Business Study Tour	(3)___
ECON 319*	Economics in Less Developed Countries [^]	(3)___
ECON 320*	Econ of the Caribbean through Service Learning <small>(ECON 101 or 201 or ECON 202)</small>	(3)___
ECON 336*	Comparative Economic Systems [^]	(3)___
ECON 386*	Economics of Latin America [^]	(3)___
ECON 387*	Econ & Social Development of Great Britain <small>(ECON 101 or 201 or ECON 202 w/C)</small>	(3)___
ECON 388*	Economics of European Integration & Growth [^]	(3)___
ECON 410*	International Capital Markets [^]	(3)___
ECON 420*	International Trade [^]	(3)___
FINANCE 335	International Business Finance <small>(FINANCE 331 w/C- and c/MHR 381)</small>	(3)___
MARKET 375**	Global Marketing (MARKET 371)	(3)___
MHR 375**	Global Management	(3)___
SCM 345**	Global Procure & Strategic Sourcing (SCM 341)	(3)___

[^] Prerequisite for these courses = ECON 201 w/C and ECON 202 w/C

Marketing Certificate 12 credits

Not available to Marketing majors.

Required Course:

MARKET 371** Essentials of Marketing (3)___

Plus nine credits from:

MARKET 363**	Digital Marketing	(3)___
MARKET 372**	Retailing in the Digital World	(3)___
MARKET 374**	Marketing Research <small>(MARKET 371 and MHR 381 w/C)</small>	(3)___
MARKET 375**	Global Marketing (MARKET 371)	(3)___
MARKET 376**	Advertising & Social Media Marketing	(3)___
MARKET 377**	Consumer Behavior (MARKET 371)	(3)___
MARKET 379**	Professional Sales	(3)___
MARKET 418	Marketing Analytics <small>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</small>	(3)___
MARKET 428	Digital Marketing Analytics <small>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</small>	(3)___
MARKET 473	Market Strategy <small>(MARKET 371 and 6 credits of 300/400 level Marketing courses)</small>	(3)___
MARKET 474	Honors Thesis	(3)___

Residency requirement: 9 credits must be earned at UW Oshkosh.

International Economics Certificate 15 credits

Not available to BA/BS Economics majors.

Required Courses:

ECON 201	Principles of Macroeconomics (XS)	(3)___
ECON 202	Principles of Microeconomics (XS)	(3)___
ECON 410*	International Capital Markets <small>(ECON 201 w/C and ECON 202 w/C)</small>	(3)___
ECON 420*	International Trade <small>(ECON 201 w/C and ECON 202 w/C)</small>	(3)___

Plus three credits from:

ECON 319*	Economics of Less Developed Countries <small>(ECON 201 w/C and ECON 202 w/C)</small>	(3)___
ECON 320*	Econ of the Caribbean through Service Learning <small>(ECON 101 or 201 or ECON 202)</small>	(3)___
ECON 336*	Comparative Economic Systems <small>(ECON 201 w/C and ECON 202 w/C)</small>	(3)___
ECON 386*	Economics of Latin America <small>(ECON 201 w/C and ECON 202 w/C)</small>	(3)___
ECON 387*	Econ & Social Development of Great Britain <small>(ECON 101 or 201 or ECON 202 w/C)</small>	(3)___
ECON 388*	Economics of European Integration & Growth <small>(ECON 201 w/C and ECON 202 w/C)</small>	(3)___
An Approved international experience [^]		(3)___

[^] ALL Office of International Education approved College of Business & Economics study abroad courses qualify. Other study abroad experiences may be approved by Economics Department Chair.

Marketing Analysis & Insights Certificate 12 credits

Not available to Marketing majors.

Required Courses:

MARKET 418	Marketing Analytics <small>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</small>	(3)___
MARKET 428	Digital Marketing Analytics <small>(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)</small>	(3)___

Three credits from:

ECON 210	Economic & Business Statistics (XM) <small>(MATH 104, 106, 108, 204, 206, or 171 w/C or qualified to take MATH 106 or 171)</small>	(3)___
MATH 201	Applied Statistics (XM) <small>(MATH 104, 108, 204 or any PBIS w/C)</small>	(3)___
MATH 301	Introduction to Probability & Statistics (XM) <small>(MATH 172 w/C)</small>	(3)___
PSYCH 203	Elementary Psychological Statistics (XM) <small>(PSYCH 101 w/C) and (any PBIS or MATH 104 or higher placement)</small>	(3)___
SOC 281	Social Statistics (XM) <small>(MATH 104) or (any PBIS) or (higher than MATH 104 placement)</small>	(3)___

Plus three credits from:

ECON 472*	Time Series Analysis & Forecasting <small>(ECON 210 w/C or MATH 301 w/C)</small>	(3)___
ECON 473*	Econometric Methods <small>(ECON 210 w/C or MATH 301 w/C)</small>	(3)___
INFO SYS 315	Database Systems in Business <small>(INFO SYS 311) or (MHR 381) or (CS 271 w/C)</small>	(3)___
MARKET 374**	Marketing Research <small>(MARKET 371 and MHR 381 w/C)</small>	(3)___
POLI SCI 245	Political Methodology	(3)___
RTF 349	Audience Insights <small>(2.5 GPA and RTF 115) or (instructor consent for non RTF majors)</small>	(3)___

* | These courses can be taken with 30 credits earned

** | These courses can be taken with 44 credits earned

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Sports Analysis Certificate

12 credits

Not available to BA/BS Economics majors.

Required Courses:

ECON 202	Principles of Microeconomics (XS)	(3)___
ECON 210 [^]	Economic and Business Statistics (XM) <i>(MATH 104, 106, 108, 204, 206, or 171 w/C or placement)</i>	(3)___
ECON 340*	Economics of Sports <i>(ECON 202 or 208 w/C)</i>	(3)___
ECON 476*	Sports Analytics <i>(ECON 210 w/C or MATH 301 w/C)[^]</i>	(3)___

[^]Sports Analysis certificates may substitute CRIM JUS 281 w/C, PSYCH 203 w/C, SOC 281 w/C, MATH 201 w/B, or MATH 301 for ECON 210.

Sales Leadership Certificate

9 credits

Required Courses:

MARKET 331 [^]	Fundamentals of Sales	(3)___
MARKET 335 [^]	Sales Management	(3)___
MARKET 338 [^]	Advanced Sales Topics	(3)___

[^]These courses must be enrolled in concurrently.

Supply Chain Management Certificate

12 credits

Not available to Supply Chain Management majors.

Required Courses:

SCM 341**	Essentials of Operations & Supply Chain Mgmt	(3)___
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Plus nine credits from:

SCM 342	Supply Chain Modeling & Analysis <i>(c/SCM 341)</i>	(3)___
SCM 343	Mfg. Planning and Control Systems <i>(SCM 341)</i>	(3)___
SCM 344	Supply Chain & Logistics Mgmt <i>(SCM 341)</i>	(3)___
SCM 345	Global Procure & Strategic Sourcing <i>(SCM 341)</i>	(3)___
SCM 441	Case Studies in Supply Chain Management <i>(SCM 342) and (SCM 343 or SCM 344)</i>	(3)___
SCM 445**	Supply Chain Strategy & Analytics <i>(SCM 341)</i>	(3)___
SCM 449	Supply Chain Management Topics <i>(SCM 341)</i>	(3)___
SCM 460	Quality Management & Six Sigma <i>(SCM 341)</i>	(3)___

* | These courses can be taken with 30 credits earned

** | These courses can be taken with 44 credits earned