



Business Minor Program

The Minor that Gives You a Major Edge

This innovative undergraduate program exposes students to the cross-functional and cross-organizational realities of today's business environment. The program prepares students to effectively participate in business decisions made by firms and non-profit organizations.

For Students Enrolled In:

- College of Arts and Sciences
- College of Health
- P.C. Rossin College of Engineering & Applied Science

Program Goals

- To provide non-business students with the knowledge and skills which will allow them to make more informed business decisions
- To enable non-business students to supplement their major studies with the business tools that are attractive to employers

Program of Study

- Prerequisite: ECO 001 Principles of Economics (4 credits)
- 14 credit hours (not including ECO 001)
- Specific two-year sequence of courses

Program Admissions

- January application for admittance the following fall semester
- Deadline: Last Friday of January

Program Application

- Submit the on-line application form with the following documents:
 1. Application Essay
 2. Resume
 3. Transcript
- Admissions Committee evaluates applications based on GPA, experience, and interest in pursuing business opportunities upon graduation
- Accepted students are notified prior to fall semester registration

The Business Minor Program is not a substitute for a Business Degree. It is a supplement to students' major studies.

Professor Robert Kuchta, Director Business Minor Program

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Business Minor Program Course Schedule

Courses Must Be Completed in Sequence

First Year Courses

FALL

BUS 125 Behavioral Skills Workshop (1 credit)

Monday or Tuesday: 7:15 - 9:55 p.m.

- Understand and demonstrate decision making options
- Understand and demonstrate effective behavior in team situations
- Understand and demonstrate the fundamentals of conflict-resolution through negotiating

BUS 126 Project Management Essentials (3 credits)

M/W: 1:35 - 2:50 p.m. or T/Th: 10:45 a.m. - 12 noon

- Introduction to the key fundamentals of project management theory and practice
- Learn how companies undertake this temporary endeavor to produce a unique product, service, or result
- Focus is on project development from start to finish by managing the triple constraints of scope, budget, and schedule
- Learn how to develop motivated teams, maximize resources, streamline processes, assure quality, and formally close out a project

SPRING

BUS 127 Product Innovation & Marketing Strategies (3 credits)

M/W: 12:10 - 1:25 p.m. or T/Th: 10:45 a.m. - 12 noon

- Understand the marketing functions within a company and why they exist
- Learn how companies develop products and services to meet their customers' wants and needs
- Learn how companies produce products and services at the right quality and cost and how they communicate these benefits to their customers
- Create a complete marketing plan for a new product or service offering

Second Year Courses

FALL

BUS 275 Essentials of Financial & Managerial Accounting (3 credits)

M/W or T/Th: 3:00 - 4:15 p.m.

- Introduction to financial management and reporting
- Learn financial analysis, budgeting, investment decisions, risk management, and financial statement interpretation
- Practice making sound financial decisions
- Evaluate investment opportunities effectively
- Understand the importance of communicating financial information to all stakeholders

SPRING

BUS 276 Essentials of Supply Chain Management & Operations (3 credits)

M/W or T/Th: 3:00 - 4:15 p.m.

- Introduction to the vital field of supply chain management and operations
- Explore of the basics of production and delivery of goods and services
- Understand the connection between raw materials and finished products
- Learn essential concepts: procurement, production, distribution, and quality management
- Fully understand these concepts and the impact on daily life for consumers and businesses

BUS 326 Business Strategy (1 credit)

Monday or Tuesday: 7:15 - 9:55 p.m.

- Develop the capacity to think strategically
- Analyze a major corporation's business strategy and how well a company is operating
- Gain experience in developing and evaluating strategic options, making strategic decisions, and implementing them effectively

Lehigh University offers a comprehensive array of courses and programs, including those described in this publication. To respond to changing interests and needs, some revisions occasionally occur after our print deadline, despite our best efforts to ensure the most current information is published. As a result, it is recommended that you contact our registrar's office to verify information about those programs in which you have an interest.