



## Undergraduate 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 as well as 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 1 —Principles of Economics (4 cr.)  
*Offered on-campus each semester and during the summer. Offered on-line each summer*
- 14 credit hours (not including Pre-req: ECO 1)
- Specific two-year sequence required

#### Program Admission

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

#### PROCEDURE

- Application to the Undergraduate Business Minor Program submitted to the Business Minor Program Director
- Admissions Committee evaluates applications based on G.P.A., experience (evaluated on the basis of the student's resume), interest in pursuing business opportunities upon graduation (evaluated on the basis of a written essay)
- Accepted students notified prior to fall semester registration

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The business minor program is not a substitute for a business degree. It is a supplement to students' major studies.

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Business Minor Program  
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## College of Business

### Undergraduate Business Minor Program



### First Year Courses (must be completed in sequence)

- **BUS 125 – Behavioral Skills Workshop (1 cr. fall semester) 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 – Developing, Producing, and Marketing Products and Services I (3 cr. fall semester) 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
- **BUS 127 – Developing, Producing, and Marketing Products and Services II (3 cr. spring semester) 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 (must be completed in sequence)

- **BUS 225 – Information Analysis and Financial Decision Making I (3 cr. fall semester) M/W: 10:45 a.m. - 12 noon or T/Th: 9:20 - 10:35 a.m.**
  - Understand the goals, people, organization, and activities of a business
  - Construct and analyze financial statements
  - Understand, measure, and manage the financial impact of inventory, sales, and credit related operating decisions
  - Learn about present value concepts
  - Understand, measure, and manage financial decisions
- **BUS 226 – Information Analysis and Financial Decision Making II (3 cr. spring semester) M/W: 10:45 a.m. - 12 Noon or T/Th: 1:35 - 2:50 p.m.**
  - Understand and apply portfolio management theory and practice using stocks, bonds, and foreign currency
  - Learn how a company makes capital investment decisions, use NPV and other tools to analyze various investments, suggest financing and assess financial statement impact
  - Learn how companies use strategic plans, budgets, reporting, CVP analysis, and other tools to enhance their business results through planning and analysis
  - Select and manage a stock portfolio
- **BUS 326 – Business Strategy (1 cr. spring semester) Monday or Tuesday: 7:15 - 9:55 p.m.**
  - Develop the capacity to think strategically
  - Analyze a major corporation's business strategy and understand 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 and information is published. As a result, it is recommended that you contact our admissions office to verify information about those programs in which you have an interest.