



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
- 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

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

Program Admission

- Maximum number of admitted students each year: 100
- Spring application for admittance the following fall semester
- Deadline: last Friday of January

PROCEDURE

- Application to Undergraduate Business Minor Program submitted to: Business Minor Program Office (Rauch Business Center, Room 361)
- 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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**COLLEGE OF
BUSINESS AND
ECONOMICS**
**Undergraduate
Business Minor
Program**



First Year Courses (must be completed in sequence)

- BUS 125 – Behavioral Skills Workshop (1 cr., fall semester) Pre-req: ECO 1
 - Focus: effective individual and team decision making
 - Utilizes case studies, experiential situations emphasizing conflict resolution and negotiation, ethical decision making, and creative problem solving
- BUS 126 – Information Analysis and Financial Decision Making I (3 cr. fall semester) Co-req.: BUS 125
 - 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
 - Select and manage a stock portfolio
- BUS 127 – Information Analysis and Financial Decision Making II (3 cr. spring semester) Pre-req: BUS 126
 - 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

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.

Second Year Courses (must be completed in sequence)

- BUS 225 – Developing, Producing, and Marketing Products and Services I (3 cr. fall semester) Pre-req.: BUS 127
 - 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
 - Understand the "value chain" and the meaning of the customer's value equation
 - Create a complete marketing plan for a new product offering
- BUS 226 – Developing, Producing, and Marketing Products and Services II (3 cr. spring semester) Pre-req.: BUS 225
 - Develop critical/creative/better thinking skills
 - Learn the critical functions needed to implement service strategies for a competitive advantage across industries
 - Learn how to measure and manage service quality, service recovery, link customer measurement to performance measurement, service blueprinting, and customer cocreation
 - Create a company service plan
- BUS 326 – Business Strategy (1 cr., spring semester) Co-req.: BUS 226
 - Develop an understanding of corporate business global strategies
 - Work with a team competing in a simulation to understand the cross-functional disciplines of a business and how the development and implementation of strategy involves these disciplines
 - Analyze a major corporation's business strategy