# School of Business

John Elliott, Ph.D., *Dean*

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Undergraduate education in business is designed to impart a broad base of general knowledge, within which students pursue additional knowledge to become exceptional managerial and business leaders. The curricula seek to expand capacities, perspectives, and skills of students who wish direct preparation for careers in either business firms or the public service.

In addition to the business programs leading to the Bachelor of Science, a Management and Engineering for Manufacturing bachelor’s degree program is offered jointly with the College of Engineering and is described at the end of the list of business majors in this section of the *Catalog*.

## Credit Limitation Policy for Non-Business Majors

Students not admitted to a School of Business major are limited to enrolling in no more than 18 credits of 3000 and 4000 level coursework offered by the School of Business. The 18 credit limit applies to all 3000 and 4000 level Business coursework in ACCT, BADM, BUSN, BLAW, FNCE, HCMI, MEM, MENT, MKTG, and OPIM, with the exception of the following course numbers in any department: 3882, 3892, 4881, 4891, 4882, 4892, 4893, and 4899. Coursework at the 1000 and 2000-level are not counted toward the 18-credit limit.

## Business Minor Limitation Policy

Minors in business disciplines are described in the Minors section. Students may earn only one minor that includes coursework in a business discipline at the 3000- or 4000-level. (Coursework in a business discipline is defined as any course offered using subject code ACCT, BADM, BUSN, BLAW, FNCE, HCMI, MEM, MENT/MGMT, MKTG, or OPIM.) A student may earn a second minor offered by the School of Business only if it does not include School of Business coursework at the 3000- or 4000-level. Thus, an additional minor may be earned if it is offered jointly by the School of Business and another School or College, and all coursework used to satisfy that second minor is from non-Business coursework. The Personal Brand Entrepreneurship minor can be earned in combination with any other School of Business minor(s) because it does not require any coursework at the 3000- or 4000-level.

Minors open to some business majors include: Accounting; Analytics; Digital Marketing & Analytics; Entrepreneurship; Entrepreneurship and Technology Innovation; Healthcare Management and Insurance Studies; Information Assurance; Management; Personal Brand Entrepreneurship; Professional Sales Leadership; Real Estate; and Social Responsibility and Impact in Business. Please see the minor description to know which minors are restricted for particular majors. Minors open to non-business majors include: Accounting; Analytics; Business Fundamentals; Construction Engineering and Management; Digital Marketing & Analytics; Engineering Management; Entrepreneurship; Entrepreneurship and Technology Innovation; Healthcare Management and Insurance Studies; Information Assurance; Personal Brand Entrepreneurship; Professional Sales Leadership; Real Estate; Social Responsibility and Impact in Business; Software Design; and Supply Chain. Please see minor descriptions to know which minors are restricted to particular majors.

**Regional Plan.** In conformity with plans approved by the Board of Trustees of the six New England land grant universities for regionalization of certain fields of specialized education, three majors in the School of Business at the University of Connecticut are identified as regional programs. The Real Estate and Urban Economic Studies major is open to students from all the New England states; the Health Care Management major is open to students from all the New England states except New Hampshire; the Management and Engineering for Manufacturing major is open to students from all the New England states except Vermont. To implement this policy, first priority in admission to the School is given to qualified applicants from those New England states that are members of the compact. Regional students will pay a reduced tuition. Consult the website www.nebhe.org for information.

**Accreditation.** The School of Business is fully accredited by the AACSB International - The Association to Advance Collegiate Schools of Business, a specialized accrediting body recognized by the Council on Postsecondary Accreditation and the U.S. Department of Education.

## Admission and Degree Requirements

**Admission Requirements**

See Admission to the University. The School of Business admits qualified students into a major in the School directly as first-year students. Students not admitted into the School of Business at the time of entry to the University may apply for admission to a major through School of Business procedures. Admission is competitive. Decisions will be based on several criteria including the applicant’s academic record, courses completed, and space availability at the campus to which they are applying.

Current School of Business students may request a change to another business major offered at their campus by submitting an application to the School of Business Undergraduate Programs Office and meeting the admission criteria for that major. For the 2023-2024 academic year, only first year student applications will be accepted to the Financial Technology major. Individuals who have already completed a bachelor’s degree should contact the M.B.A., the M.S. in Accounting, the M.S. in Business Analytics and Project Management, the M.S. in Financial Risk Management, or the M.S. in Human Resource Management programs to consider a graduate degree rather than another undergraduate degree.

**Transfer Students**

Students at other post-secondary institutions, who are not currently attending or who have never attended the University as an undergraduate degree seeking student, must file a separate University application with the Transfer Admissions Office, 2131 Hillside Road, Unit 3088, Storrs, CT 06269-3088. Students who have completed a minimum of 40 credits may submit an application. Students wishing to transfer directly into the School of Business must have made substantial progress toward completing first year-sophomore, 1000-2000 level requirements; particularly courses which are prerequisites for Common Body of Knowledge/Entry Level Business courses (ENGL 1007 or 1010 or 1011; ACCT 2001; MATH 1070Q and 1071Q; ECON 1201 and 1202, or 1200; STAT 1000Q or 1100Q) and must successfully complete these courses by the end of the term in which they complete 54 credits (or the term after they are admitted to the School of Business). Number of credits earned, grade point average in all courses taken, and space availability are key considerations in admissions decisions.

Transfer applicants not accepted directly into the School of Business at the time of entry to the University may apply for admission following the Current UConn Students procedures outlined below once they meet the minimum criteria. For transfer students applying in the first semester at UConn, decisions are made on a space-available basis after completion of one full semester at the University.

**Current UConn Students**

Current University of Connecticut non-business undergraduate students who are seeking admission to business majors, and current business students seeking admission to a business major not at their campus, must submit an application. Students seeking admission to School of Business majors have met the following minimum criteria at the time of application:

* Earned at least 40 credits (as represented on a University of Connecticut transcript);
* Successfully completed, or be currently enrolled at the University of Connecticut in, ENGL 1007 or 1010 or 1011; ACCT 2001; MATH 1070Q and 1071Q; ECON 1201 and 1202, or 1200; STAT 1000Q or 1100Q, or their approved equivalents (pass/fail courses do not meet minimum requirements);
* Met all other School of Business Scholastic Standing Requirements. If an applicant has previously placed any business course on pass/fail, then the earned letter grade for those courses will be considered in the application process. If admitted, the course will be returned to letter graded status for applications to be reviewed.
* Made substantial progress toward completing first year-sophomore, 1000-2000 level requirements;
* Be a currently enrolled undergraduate student at the University of Connecticut.

Number of credits earned, grade point average in all courses taken, grades earned in prerequisite and business courses, and space availability at the campus where a student is applying are key considerations in admission decisions. Students who do not successfully complete the semester of application will have their admission rescinded, as outlined in the School of Business Scholastic Standing Requirements.

**Campus Designation for Business Majors Policy**

Students are guaranteed access to business courses at the campus where their major is offered and the campus for which they were admitted into the School of Business. Upper division requirements for all business majors are designed to be accomplished in four semesters on the campus where the major is offered. Students are not permitted to enroll in business courses at other campuses without Dean’s Designee approval. Students admitted as Undecided Business majors by campus can only change into majors offered at their campus of admission and must do so by the end of their third term. Generally, students seeking to change to a business major offered at another campus may participate in the internal admissions process at the start of each academic semester.

Exceptions to these policies are limited and may be approved on a case-by-case basis by the Dean’s Designee.

Overview of University of Connecticut, School of Business major offerings by Campus

* Hartford campus majors include Business Data Analytics, Financial Management, and Marketing Management. Students admitted into Hartford-Business-Undecided must declare into a major offered at Hartford by the end of the student’s third semester at UConn.
* Stamford campus majors include Business Data Analytics, Financial Management, Financial Technology, and Marketing Management. Students admitted into Stamford-Business-Undecided must declare into a major offered at Stamford by the end of the student’s third semester at UConn.
* Storrs campus majors include Accounting, Analytics and Information Management, Finance, Health Care Management, Management, Management and Engineering for Manufacturing (offered jointly with the College of Engineering), Marketing, and Real Estate and Urban Economic Studies majors. Students admitted into Storrs-Business-Undecided must declare into a major offered at Storrs by the end of the student’s third semester at UConn.
* Waterbury campus majors include Business Administration and Business Data Analytics. Students admitted into Waterbury-Business-Undecided must declare into a major offered at Waterbury by the end of the student’s third semester at UConn.

**Scholastic Standing Requirements**

Students admitted to the School of Business will be reviewed at the end of each Fall and Spring semester (defined as “term” below) to determine if their academic achievement meets the requirements as established by the faculty and outlined below. Newly matriculated college students, transfer students from outside of the University of Connecticut, and current University of Connecticut students conditionally admitted to the School of Business have additional GPA standards as outlined below. Students who reach the credit calculations at the end of a summer or intersession term will be held to that GPA requirement at the conclusion of the semester immediately following. For students who reach a different GPA requirement by the end of that semester, they will be held to the higher GPA of the two requirements. All credits used to determine when a student is reviewed by credit standing as described below for a particular grade point average include course work at the University of Connecticut and course work accepted by the University of Connecticut as reflected on a student’s University of Connecticut transcript. Students who fail to maintain the minimum grade point average in any of these areas or fail to complete specified courses as noted below are subject to dismissal from the School of Business.

**Minimum School of Business Requirements for all School of Business Students**

* Students must always maintain a minimum 2.000 term grade point average.
* Students must always maintain a minimum 2.000 cumulative Business grade point average which includes all School of Business courses numbered at the 3000 level or higher plus ACCT 2001 and ACCT 2101/BADM 2101.
* Students must always maintain a minimum 2.500 cumulative grade point average, except where higher standards are required per the Additional Standards outlined below.
* Students must show substantial progress toward meeting the first year-sophomore course requirements, and must successfully complete those courses (or equivalents) that are prerequisites for the 3000/4000-level business courses (ACCT 2001; ECON 1201 and 1202, or 1200; ENGL 1007 or 1010 or 1011; MATH 1070Q and 1071Q; STAT 1000Q or 1100Q) by the end of their fourth semester.

**Newly Matriculated College Students – Additional Standards**

In addition to the Minimum School of Business Requirements, all newly matriculated college students must meet the following GPA requirements beginning at the end of their second term at the University of Connecticut:

* Students must earn a 2.790 CGPA in any semester in which a student achieves less than 40 cumulative credits.
* Students must earn a 2.930 CGPA in any semester in which as student achieves 40 or more cumulative credits (but less than 54).
* Students must earn a 3.000 CGPA in the semester in which a student achieves 54 or more credits.

**Transfer Students from Outside of University of Connecticut – Additional Standards**

In addition to the Minimum School of Business Requirements, all students who transfer directly into the School of Business from an outside higher education institution must meet the following GPA requirements beginning at the end of their first term at the University of Connecticut:

* Students must earn a 2.790 CGPA in any semester in which a student achieves less than 40 cumulative credits.
* Students must earn a 2.930 CGPA in any semester in which as student achieves 40 or more cumulative credits (but less than 54).
* Students must earn 3.000 CGPA in the semester in which a student achieves 54 or more credits.

**Current University of Connecticut Students Conditionally Accepted – Additional Standards**

In addition to the Minimum School of Business Requirements, all current University of Connecticut students conditionally accepted to the School of Business on the basis of successful completion of courses for which they have indicated they were registered at the time of application must pass all of those courses by the end of that term. At the end of that term, conditionally admitted students must also earn a semester, cumulative, and business grade point average of at least a 3.000, or be subject to having their acceptance rescinded.

### Bachelor’s Degree Requirements

Upon recommendation of the faculty, the degree of Bachelor of Science is awarded by vote of the Board of Trustees to students who have met the following requirements: (1) Earned a total of 120 credits; (2) earned at least a 2.0 GPA; (3) earned at least a 2.0 grade point average for all credits in School of Business courses numbered 2000-level and above for which they have been registered; (4) earned at least 50 percent of the business credit hours required for the business degree while a student at the University of Connecticut; (5) earned at least 24 credits in 3000-4000 level courses including MENT 4900 or 4902 and a required business course satisfying the “writing in the major” general education requirement in the School of Business at the University of Connecticut, with no more than three of these 24 credits in independent study courses and no more than three of these 24 credits in field study internship courses, and no credits from UConn Education Abroad; (6) achieved a cumulative 2.0 grade point average for the total of all departmental major courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships; (7) met all the requirements of the School of Business. See specific Bachelor of Science requirements including courses which must be taken in residence, in each major. The Management and Engineering for Manufacturing program, jointly offered by the School of Business and the College of Engineering, has its own specific requirements. Please refer to that section.

The degree in business requires a minimum of 120 degree credits of coursework. At least 60 credits presented for the degree must be composed of courses other than business, including general education and elective coursework. Any non-business course that is cross-listed with a business course is not permitted to count towards the 60-credit non-business requirement. Coursework in or cross-listed with ACCT, BADM, BUSN, BLAW, FNCE, HCMI, MEM, MENT, MGMT, MKTG, and OPIM is restricted. Those intending to major in Accounting may face additional restrictions on non-business courses, particularly with respect to Economics courses, and should consult with the Accounting Department for additional information.

**EUROBIZ.** The School of Business and the College of Liberal Arts and Sciences offer a four to five‐year, dual‐degree EUROBIZ program leading to degrees in Business Administration in any business major and a B.A. in German. The program includes language courses specially designed to include business content, business courses taught partly in German, a study abroad semester in Germany, and a four- to six‐month internship in a company in Germany.

This program requires the completion of all requirements in both majors, including a minimum of 138 credits. Students must be admitted to the School of Business to participate in this program and maintain the academic standards required.

**Exemption and Substitution.** Students who desire to be excused from course requirements, or to substitute other courses for those prescribed, should consult the Undergraduate Programs Office. Such exemptions or substitutions must be approved by the dean of the school.

**Transfer Credits.** The transfer of credits for 3000-4000 level courses offered by the School of Business on the basis of work done at schools that do not offer the baccalaureate or schools not accredited by the AACSB International, with the exception of specific agreements with the Connecticut Community Colleges, is permitted only by validation procedures established by academic departments within the School. Typical validation procedures may include successful completion (“C” or better) of additional prescribed course work at the University of Connecticut or the completion of a departmental examination. Students must receive departmental approval before beginning any validation procedures.

**Grades of Pass/Fail or Audit.** In the School of Business, students may not elect the Pass/Fail or Audit option for any course used to meet the general education distribution requirements, the course requirements for a major, or any course taken within any of the departments of the School.

**Plan of Study.** Major requirements are outlined in the plan of study current at the time of the student’s entry or readmission into the School of Business, whichever is later.

## Curricula in Business

### I. University General Education Requirements

The University has adopted General Education requirements in a variety of curricula areas that must be satisfied as part of every bachelor’s degree program. These requirements are listed in the General Education Requirements section of this *Catalog*.

### II. Business Critical Required Courses

Business students must complete the following requirements in order to prepare for professional studies that will begin in the junior year. Students should note that many of these courses also fulfill University General Education requirements.

**Note:** Please refer to the Curricula in Management and Engineering for Manufacturing listed later in this section.

ACCT 2001; ECON 1200 or both 1201 and 1202; ENGL 1007 or 1010 or 1011 or ENGL 2011; MATH 1070Q and 1071Q; or MATH 1131Q and 1132Q; or MATH 1131Q and 1070Q; or MATH 1125Q and 1126Q and 1070Q; or MATH 1125Q and 1126Q and 1132Q; or MATH 1151Q and 1152Q; or MATH 1151Q and 1132Q; or MATH 1151Q and 1070Q; or MATH 2141Q and 2142Q; or MATH 2141Q and 1152Q; or MATH 2141Q and 1132Q; or MATH 2141Q and 1070Q; STAT 1000Q or 1100Q.

Foreign Language: All students must have (1) passed the third year level course in high school in a single foreign language, ancient or modern; or (2) two units/levels of a single foreign language in high school PLUS an added year of college courses at a more advanced level in a single foreign language; or (3) completion of two years (four semesters) through the college Intermediate Level.

### III. Business Required Courses

Complete at least one course from each of the following four categories:

**Business Arts and Humanities:** ECON 2102/W[[1]](#footnote-1); HIST 1201, 1400, 1501/W[[2]](#footnote-2), 1502/W2, 1600/LLAS 1190, 1800, 3705.

**Business Philosophy:** PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1175.

**Business Communication:** COMM 1000 or 1100[[3]](#footnote-3).

**Business Psychology:** PSYC 1100.

**Business International and Diversity and Multiculturalism:** Complete at least one course from the “International” category and one more course from either the “International” or “Diversity and Multiculturalism” category.

**International:** ANTH 1000/W; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700, 2000; HRTS 1007; NRE 2600; PHIL 1106; POLS 1202/W[[4]](#footnote-4), 1207; WGSS 2124.

**Diversity and Multiculturalism:** ARE/ANTH 3152; AFRA/POLS 3642; AMST 1201/ENGL. 1201/HIST 1503; INTD 2245; PHIL 1107; SOCI 1501/W.

### Additional Requirements

A minimum of 60 credits used toward graduation requirements must be comprised of non-business courses, including general education course work. COMM 1100 is recommended for Accounting majors.

**Common Body of Knowledge**. The following Common Body of Knowledge courses are prescribed for all students in this school and should be completed in the junior year.

ACCT 2101 (to be taken no later than fifth semester); BLAW 3175; FNCE 3101; MENT 3101; BUSN 3004W (BUSN 3003W for Business Administration, Business Data Analytics, Financial Management, Financial Technology, and Marketing Management majors only), MKTG 3101; OPIM 3103, 3104.

**Capstone Requirement**. All students are required to complete a capstone course sequence. Business Administration, Business Data Analytics, Financial Management, Financial Technology, and Marketing Management majors must take MENT 4902. All other majors must take MENT 4900. All majors will complete a course in career development. Accounting majors take ACCT 3005. Financial Technology majors take BUSN 3006. All other majors take BUSN 3005.

**Competency Requirements.** All students majoring in Accounting, Analytics and Information Management, Business Administration, Business Data Analytics, Marketing Management, Finance, Financial Management, Financial Technology, Health Care Management, Management, , Marketing, and Real Estate/Urban Economics must also fulfill the requirements in the two following competency categories.

**Information Literacy.** The core courses in the School will require students to acquire information about markets and companies. This empirical research is fundamental to sound decision making in a business career. This advanced level of information literacy will specifically be included in FNCE 3101, MKTG 3101, OPIM 3103, and MENT 4900 or 4902, which are all required.

**Writing in the Major.** Students are required to complete BUSN 3004W or 3003W depending on major requirements and one elective “W” course.

Students majoring in Management and Engineering for Manufacturing should consult the competency information listed with the other major requirements.

## Accounting

The undergraduate (four year) program consists of the Bachelor of Science (BS) degree in Business with a major in Accounting. The BS degree combines a general background in business with an appropriate number of Junior-Senior accounting and business law courses to prepare students for successful entry into an accounting career.

**Bachelor of Science Requirements.** Accounting majors are required to achieve a cumulative 2.0 grade point average for the total of all Accounting (ACCT) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, an Accounting major must complete ACCT 3005 and ACCT/BADM 3201, 3202, 3260, and 4243 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Accounting majors must take: ACCT 3005, 3201, 3202, 3221, 3260, 4203, 4243; BLAW 3277.

**Professional Certification.** Students majoring in accounting may choose a curriculum that prepares them for professional examinations which are part of the certification procedures that lead to designation as a Certified Public Accountant (CPA) or Certified Management Accountant (CMA). Students preparing for the CPA examination should also apply for the MS in Accounting Program. The MS in Accounting is a 30-credit program designed to meet the 150-hour education requirement to earn the CPA designation in Connecticut. Students preparing for the CMA examination should consult with their accounting advisor regarding the appropriate elective courses to take.

**Internships in Accounting.** Many students who major in accounting participate in an internship.

Internship opportunities in our program are available in the spring and summer, generally based

on when the student will graduate. During the period of internship, the students are employed and supervised by firms and participate in various types of accounting or auditing work.

Participation in these programs usually occurs during the sixth or seventh semester or the summer between the student’s junior and senior year. This experience contributes to the development and growth of the students who are chosen for the work.

## Analytics and Information Management

### *Formerly offered as Management Information Systems*

The objective of this major is to train students in the development and use of business information systems and analytics. Graduates will be strong in the traditional functional areas of business (accounting, marketing, finance, and management) and will have a solid understanding of the development of business information systems and analytics.

**Bachelor of Science Requirements**

Analytics and Information Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Operations and Information Management (OPIM) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement**

In addition to the School of Business residence requirements for all majors, an Analytics and Information Management major must complete OPIM 3203, 3204, 3207, 3211 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses**

In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Analytics and Information Management majors must take: OPIM 3203, 3204, 3207, and 3211; choose one three-credit additional OPIM 3000+ level course.

**Optional Concentrations**

Additionally, Analytics and Information Management majors may complete one concentration in Business Intelligence, Application Development, IT Security, or Supply Chain Management.

To complete a concentration in Business Intelligence, a student must receive a grade of “C” or better in two of followings courses: OPIM 3301, 3302, 5603, or 5604.

To complete a concentration in Application Development, a student must receive a grade of “C” or better in two of followings courses: OPIM 3401, 3402, or 3403.

To complete a concentration in IT Security, a student must receive a grade of “C” or better in the two followings courses: OPIM 3701 and 3702.

To complete a concentration in Supply Chain Management, a student must receive a grade of “C” or better in two of followings courses: OPIM 3601, 3602, 5111, 5112, or 5113.

No Analytics and Information Management major may count more than 27 OPIM credits, with the exception that Honors students may take up to 30 OPIM credits in the major.

**Internships in Analytics and Information Management**

Many students who major in Analytics and Information Management take part in an internship, usually during the summer following their junior year. During the internship, the students work in various organizations and learn to develop information systems that aid business processes and work with various technologies. This experience provides them with real world knowledge of applications of information systems in business settings, and contributes to their development and growth in their chosen field. The credits from the field study internship (OPIM 4881) may be used to fulfill the one three-credit additional OPIM 3000+ level course requirement.

## Business Administration

The Bachelor of Science in Business Administration (BA) major is only available to students at the Waterbury regional campus. The objective of the BA major is to provide a generalized interdisciplinary business degree. An advisor approved focus is also possible based on the availability of courses.

**Bachelor of Science Requirements.** BA majors are required to achieve a cumulative 2.0 grade point average in all business courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

**Residence Requirement.** Business Administration majors must complete the School of Business residence requirements for all majors. These include earning at least 50 percent of the business credit hours required for the business degree while a student at the University of Connecticut and earning at least 24 credits in 3000-4000 level courses including MENT 4902 and BUSN 3003W, with no more than three of these 24 credits in independent study courses and no more than three of these 24 credits in field study internship courses. No credits from UConn Education Abroad may fulfill this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Business Administration majors must take five three-credit 3000- or 4000-level School of Business courses.

## Business Data Analytics

The Bachelor of Science in Business Data Analytics (BDA) major is only open to students at the Hartford, Stamford, and Waterbury regional campuses. The objective of the BDA major is to provide a business degree with a special emphasis in the application of information technology to data analytics. An advisor approved focus is also possible based on the availability of courses.

**Bachelor of Science Requirements.** BDA majors are required to achieve a cumulative 2.0 grade point average for the total of all Operations and Information Management (OPIM) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a BDA major must complete OPIM 3505, 3510, and 3511 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement. For students admitted to graduate-level courses, OPIM 5604 completed in residence at the University of Connecticut may be used in place of OPIM 3511.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, BDA majors must take: OPIM 3505, 3510, 3511 and three three-credit 3000-4000 level School of Business electives. For students admitted to graduate-level courses, OPIM 5604 may be used in place of OPIM 3511, but credit is not given for both to satisfy the major requirements; OPIM 5270 and/or 5603 may be used to fulfill elective credit. A maximum of six credits may be used from graduate level courses.

## Finance

The Finance major prepares students for careers in the financial services industry and in the finance areas of companies. The major requirements permit students to tailor a curriculum to suit individual interests in finance, health care management, and real estate.

**Bachelor of Science Requirements.** Finance majors are required to achieve a cumulative 2.0 grade point average for the total of all Finance (FNCE) and Healthcare Management and Insurance Studies (HCMI) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a Finance major must complete 12 of the 18 credits (four of the six courses) used to satisfy required major courses below in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement and may not be used to meet the optional concentration requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Finance majors must take 18 additional credits: FNCE 3302, 4302, 4304, and 4305; one additional three-credit Focus course from FNCE 4209, 4301, 4303, 4306, 4307, 4308, 4309, 4430; and one additional three-credit course from either the Focus course list or from FNCE 3332, 3333, 4319, 4893, 4895; HCMI 3221, 3240.

**Optional Concentrations.** Additionally, Finance majors may complete one concentration in Corporate Finance, Valuation and Portfolio Management, or Quantitative Finance. To complete a concentration in Corporate Finance, a student must complete FNCE 4209 and 4430. To complete a concentration in Valuation and Portfolio Management, a student must complete FNCE 4301 and 4303. To complete a concentration in Quantitative Finance, a student must complete FNCE 4308 and 4309. Students must receive a grade of “C” or better in both required courses to complete a concentration. Education Abroad courses may not be used to meet the concentration requirement.

## Financial Management

The Bachelor of Science in Financial Management (FM) major provides a business degree with a focus on professional financial services practice. The curriculum is designed to prepare students to take the first level of the Certified Financial Analyst (CFA) exams that lead to the CFA professional designation for finance and investment professionals. This major is only open to students at the Hartford and Stamford campuses.

**Bachelor of Science Requirements.** Financial Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Finance (FNCE) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

**Residence Requirement.** Financial Management majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Financial Management majors must take: FNCE 3303, 4209, 4302, 4410, and 4440; and choose two 3-credit courses from FNCE 3230, 3715, 4301, 4303, 4305, 4306, 4420, 4430.

## Financial Technology

The objective of this major is to train students in financial technology. Graduates will be strong in the traditional functional areas of business (accounting, marketing, finance, and management) and will have a solid understanding of the integration of technology and its application in financial services and related industries. This major is only open to students at the Stamford regional campus.

**Bachelor of Science Requirements**

Financial Technology majors are required to achieve a cumulative 2.0 grade point average for the total of all Finance (FNCE) and Operations and Information Management (OPIM) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement**

In addition to the School of Business residence requirements for all majors, a Financial Technology major must complete FNCE 3240, 3303, 4230; OPIM 3510, 3511, 3806; and two additional Financial Technology courses in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses**

In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Financial Technology majors must take: FNCE 3240, 3303, 4230; OPIM 3510, 3511, 3806; choose two additional three-credit courses from FNCE 4306, 4308, 4319, 5721, OPIM 3402, 3505, 3512, 3702.

**For students admitted to Accelerated M.S. Financial Technology**

FNCE 5710 may be used in place of FNCE 3303, and/or FNCE 5711 may be used in place of FNCE 3240, but in either case credit is not given for both to satisfy the major requirements.

**For students admitted to Accelerated M.S. in Business Analytics and Project Management**

OPIM 5604 may be used in place of OPIM 3511, and/or OPIM 5270 may be used in place of OPIM 3512, but in either case credit is not given for both to satisfy the major requirements.

## Health Care Management

The objective of the baccalaureate program with a major in Health Care Management is to provide a conceptual and a practical understanding of the health care management field. This academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from New England states other than New Hampshire may enroll in the Health Care Management Program at reduced tuition since the major is not offered at other state universities in the region.

**Bachelor of Science Requirements.** Health Care Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Healthcare Management and Insurance Studies (HCMI) and Finance (FNCE) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** Health Care Management majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Health Care Management majors must take an additional 18 credits: HCMI 3221, 3240, 3243, and 4250, plus two additional three-credit courses from HCMI 4225, 4243, 4325, 4326, or 4448.

**Internships in Health Care Management.** Students may schedule an Internship in Health Care Management. Internships are usually done during the summer following the junior year of study. The internship option of the program provides students with the opportunity to obtain experience within an area of health care. Students normally participate in conducting a health care management or insurance project in a health care organization either in Connecticut, another state or another country depending on geographical preference. While students are responsible for securing internship sites, the Programs in Health Care Management may provide guidance in site selection.

## Management

*Effective for the 2022-23 catalog, the MGMT subject code was changed to MENT.*

At the core of the Management major is coursework with an emphasis on leadership, entrepreneurial thinking and strategic vision, three of the most prized assets of any successful business leader. Management majors are prepared to understand the “big picture” rather than focus on highly specialized, often rapidly changing, areas of study. Such preparation is especially crucial for those who see themselves as leaders or who see themselves working in the world of business. Management requires an ability to think and act on one’s own with a confidence that only comes from an ability to see and appreciate what most highly focused specialists cannot.

**Bachelor of Science Requirements.** Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Management (MENT) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** Management majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** Management majors must complete a total of 15 MENT credits (five three-credit MENT courses) and three credits consisting of one 3000/4000-level course in management or business, in addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements. Management majors may concentrate in Entrepreneurship by completing the Entrepreneurship Concentration courses below.

**Entrepreneurship Concentration Courses.** Of the 15 MENT credits (five three-credit MENT courses), required for the Management major, the Entrepreneurship concentration requires two of the five courses to consist of MENT 3234 and 3235.

Students must complete two more three-credit 3000-level or above MENT courses with entrepreneurship content from the following list or a department-approved course with entrepreneurship content. MENT 3741, 3742, 3882, 3982, 4741, 4742, 4292.For more information, contact the Undergraduate Programs Office, School of Business, room 248, undergrad.business@uconn.edu or (860) 486-2315, or the Management Department, School of Business, room 336, mgmt@business.uconn.edu or (860) 486-3638.

## Marketing

The Marketing major provides business students with the analytical tools for the following strategic decisions for the firm: which markets and customers to serve, with which products and services, and how it will compete. Students study the management of customers, distribution channels, products and brands, communications, and pricing and the use of information for marketing decisions.

**Bachelor of Science Requirements.** Marketing majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing (MKTG) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships. A letter grade of “C” or higher must be achieved in each individual course fulfilling the Digital Marketing & Analytics or Professional Sales Leadership concentrations.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a Marketing major must complete MKTG 3208, 3260, and 4362 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Marketing majors must take MKTG 3208, 3260, 4362; and six credits consisting of two 3000-4000 level courses in marketing. A maximum of three (3) credits of MKTG 4881, 4882, or 4899 can be counted toward this requirement.

**Optional Concentrations.** Additionally, marketing majors may complete one concentration in either Digital Marketing & Analytics, Professional Sales Leadership, or Social Responsibility and Impact in Business. To complete a concentration in Digital Marketing & Analytics, a student must complete MKTG 3661, 3665, and one 3000/4000 level MKTG course, receiving a grade of “C” or “S” or better in each course. To complete a concentration in Professional Sales Leadership, a student must complete MKTG 3452, 3454, and one 3000/4000-level MKTG course, receiving a grade of “C” or “S” or better in each course. To complete a concentration in Social Responsibility and Impact in Business, a student must complete MKTG 3252, 3254, and one 3000/4000 level MKTG course, receiving a grade of “C” or “S” or better in each course.

No Marketing major may count more than 22 3000/4000-level Marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

**Internships in Marketing.** The Marketing Department offers two for-credit internship programs: Marketing (MKTG 4881) and Professional Sales (MKTG 4882). These internships are designed to provide students with professional experience in the world of marketing and sales, build valuable professional relationships, and open the door for future employment opportunities. Internship courses are offered during summer session, fall semester, and winter intersession, with field work usually completed in the summer before senior year or the winter before the student’s last semester. For more information, visit the Marketing Department website.

## Marketing Management

### *Formerly offered as Digital Marketing & Analytics*

The Marketing Management major equips students with the knowledge and skills to develop and implement marketing strategies. The major consists of a core business base and a set of courses that treat marketing as an integrated part of a firm’s overall strategy. The major provides students with sufficient depth in both the analytical and strategic aspects of marketing to successfully use these tools to meet marketing and firm objectives. The marketing management curriculum is designed to provide School of Business students with a solid grounding in marketing principles, consumer behavior, and marketing research. This major is only open to students at the Hartford and Stamford regional campuses.

**Bachelor of Science Requirements.** Marketing Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing (MKTG) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a Marketing Management major must complete the two required Marketing courses, MKTG 3208 and 3260 and one of the three 3-credit required 3000-4000 MKTG electives, in residence at the University of Connecticut. Education Abroad and NSE courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements including MKTG 3101, Marketing Management majors must take two required Marketing courses: MKTG 3208 and 3260, and nine credits consisting of three 3000-4000 level courses in marketing.

No Marketing Management major may count more than 22 marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

Choices of electives should be made in consultation with their advisors based upon the students’ interests and career goals.

**Optional Concentration.** Additionally, Marketing Management majors may complete a concentration in Digital Marketing & Analytics. To complete a concentration in Digital Marketing & Analytics, a student must complete MKTG 3661 and 3665, and one (1) three credit MKTG 3000/4000-level elective, receiving a grade of “C” or better in each course.

### Internships in Marketing

The Marketing Department offers a for-credit internship course (MKTG 4881) for Marketing Management majors. Internships are designed to provide students with professional experience in the world of marketing, build valuable professional relationships, and open the door for future employment opportunities. Internship courses are offered during summer session, fall semester, and winter intersession, with field work usually completed in the summer before senior year or the winter before the student’s last semester. For more information, visit the Marketing Department website.

## Real Estate and Urban Economic Studies

The objective of the baccalaureate program with a major in real estate and urban economic studies is to provide both a theoretical foundation and a practical understanding of the field as preparation for a career as a real estate professional. This nationally recognized academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. This allows qualified residents from other New England states to enroll in the real estate program at reduced tuition since the major is not offered at other state universities in the region.

**Bachelor of Science Requirements.** Real Estate and Urban Economic Studies majors are required to achieve a cumulative 2.0 grade point average for the total of all Finance (FNCE) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** Real Estate majors must complete the School of Business residence requirements for all majors. Education Abroad ~~c~~ourses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Real Estate majors must take: FNCE 3230; choose two three-credit Primary courses from FNCE 3332, 3333, 3334, 3335, 3336; BLAW 3274; and two additional three-credit courses from the above list or from: FNCE 3302, 4209, 4304, 4305; ECON 3439; or MKTG 3260.

**Internships in Real Estate.** Students interested in a career in real estate may apply for a summer internship. During the period of the internship, the students are employed and supervised by real estate firms and portfolio managers under the direction of staff of the Center for Real Estate and Urban Economic Studies.

Participation in the internship program occurs during the summer between the student’s junior and senior year. A written report based on their involvement provides the basis for earning course credit as FNCE 4881, Field Study Internship. The internship provides meaningful practical experience in the field of real estate and helps students clarify their career goals.

## Management and Engineering for Manufacturing

*Jointly offered by the School of Business and College of Engineering granting a single joint Bachelor of Science degree from the College of Engineering and School of Business.*

Requirements for all Management and Engineering for Manufacturing students, both through the School of Business and through the College of Engineering, are the same. Students must work very carefully with a Management and Engineering for Manufacturing advisor. Completion of all major requirements also fulfills all School of Business, College of Engineering, and ABET requirements.

Management and Engineering for Manufacturing majors are required to complete the following:

**Expository Writing:** ENGL 1007 or 1010 or 1011 (or for Honors Scholars ENGL 2011)

**Quantitative Analysis:** MATH 1131Q and MATH 1132Q; MATH 2110Q and 2410Q; and STAT 1000Q or 1100Q

**Other Required Courses:**

* History Requirement: HIST 1201, 1400, 1501/W, 1502/W, 1600 (LLAS 1190/W), 1800, 3705, or ECON 2101/W
* Ethics Requirement: PHIL 1104
* Economics Requirement: ECON 1200, or ECON 1201 and 1202
* International Requirement: ANTH 1000/W; GEOG 1700, 2000; HRTS 1007; POLS 1202, 1207; WGSS 2124
* Engineering Science Requirement: CHEM 1127Q; PHYS 1501Q and 1502Q
* Additional Content Area Four course

ACCT 2001, 2101; BLAW 3175; CE 2110 and 3110; CSE 1010 or 1100; ECE 2000; ENGR 1000; FNCE 3101; ME 2233, 3221, 3227, and 3263; MEM 1151, 2211, 2212 or 2213, 3221, 3231, 4225, 4971W, and 4972W; MENT 3101 and 4900; MKTG 3101; MSE 2101; OPIM 3652 or ENGR 3215; OPIM 3603 or 5270; a Business Technical Elective course (three credits); an Engineering Technical Elective course (three credits).

Neither OPIM 3103 nor OPIM 3104 may be used to fulfill business-elective credit by MEM majors. ME 3222 may not be used to fulfill engineering-elective credit by MEM majors.

The Business Technical Elective must be from a 3000-level or higher course from one of the following five departments in the School of Business: Accounting, Finance, Management, Marketing, or Operations and Information Management.

The Engineering Technical Elective must be from a 3000-level or higher course from the College of Engineering or from the following list of Allied Health courses: AH 3270, 3570, or 3574.

MEM students who have completed CSE 1010 or 1100 will not be required to take OPIM 3103 and will satisfy the requirements for courses that will have OPIM 3103 as a requisite.

The Management and Engineering for Manufacturing undergraduate program educational objectives are that our alumni/ae: practice their profession with solid engineering and business knowledge and skills and have a total enterprise vision of world class manufacturing and service organizations; compete successfully using lean manufacturing and quality management principles in the design, manufacture of products, and development of services; and apply high professional standards, with up to date knowledge and personal skills, integrating global factors in their approach to engineering and business decisions.

**Information Literacy.** In addition to the basic competency achieved in [ENGL 1007/1010](http://catalog.uconn.edu/ENGL/#1010)/[1011](http://catalog.uconn.edu/ENGL/#1011) or equivalent, all students will receive instructions on how to conduct an effective search for information in the library and how to conduct an effective search on the web for applicable engineering topics in course [ENGR 1000](http://catalog.uconn.edu/ENGR/#1000) or equivalent. As the student progresses in their program, various courses will require assignments to increase their information literacy competency. The advanced level of information technology competency will be achieved at the completion of [MEM 4971W](http://catalog.uconn.edu/MEM/#4971W) and [4972W](http://catalog.uconn.edu/MEM/#4972W).

**Writing in the Major.** [MEM 4971W](http://catalog.uconn.edu/MEM/#4971W) and [4972W](http://catalog.uconn.edu/MEM/#4972W) are the senior design project courses for the program. All students must write reports on their projects. These courses provide opportunities to write professional reports with appropriate feedback and criticism from two faculty members. The report writing provides instruction in proper report structure for professional work in practice.

Students are encouraged to seek faculty-supervised manufacturing summer internships prior to their junior and senior years. Such internships may be shown on the student records by registering for [MEM 3281](http://catalog.uconn.edu/MEM/#3281), with instructor and advisor approval.

MEM students have available a one-semester exchange program with the Industrial Engineering and Management program from Lund University, Sweden.

### Concentration in Naval Science and Technology

The concentration in Naval Science and Technology is designed to expose students to engineering concepts and topics of importance to the Navy and industries that support naval science and technology. It is focused on facilitating interactions between students and naval professionals as well as hands-on and experiential activities related to senior design projects or independent study projects that have naval science and technology connections.

To complete this concentration, students must complete nine credits of Naval Science and Technology Coursework topics, distributed as follows:

1. At least three credits of ENGR 3109.
2. Six credits from the following courses (or four if using Senior Design): MEM 3295, 3299, 4971W, 4972W, 4296.

Students electing to complete the concentration must do so in their primary major, and as such select elective coursework from their primary discipline. Students electing to use their Senior Design course sequence must have their project topic approved by both their departmental senior design coordinator and either the director of the Navy STEM Program or the Associate Dean for Undergraduate Education.

Students electing to use Special Topics courses or Independent Study/Research courses must have the course or research topic approved by both their department and either the director of the Navy STEM Program or the Associate Dean for Undergraduate Education. Other courses relevant to naval science and technology may be considered for the concentration by petition to the director of the Navy STEM Program or the Associate Dean of Undergraduate Education. Students may not apply courses used in this concentration to fulfill requirements for other concentrations or minors.

The concentration in Naval Science and Technology is restricted to U.S. citizens.

### Admission to the Management and Engineering for Manufacturing Major

Students who apply to the Management and Engineering for Manufacturing major with admission requirement coursework in transfer must apply through the College of Engineering at ppc.engr.uconn.edu. Admission to the Management and Engineering for Manufacturing (MEM) major is competitive. The following requirements must be met for consideration of admission into the MEM major. The following admission requirements must be complete at time of application to be considered for admission:

1. Be in good academic standing (not on probation or eligible for dismissal).
2. Have earned 24 credit hours.
3. Have completed each of the following areas with no grades less than a C (no substitutions).
   * MATH 1131Q; or both MATH 1120Q and 1121Q; or both MATH 1125Q and 1126Q.
   * One of the following: CHEM 1127Q or 1147Q, PHYS 1501Q, or other lab science.
   * One of the following: ACCT 2001; ECON 1200, 1201, 1202; STAT 1000Q, 1100Q.
4. To be admitted to the MEM Program, students must have demonstrated academic success and the potential to maintain a strong enough cumulative GPA to remain in the program.

Incoming first-year students may be admitted into the major by the Office of Undergraduate Admissions at the time of enrollment at UConn, based on their credentials at the time of enrollment. Similarly, a first-semester student enrolled in the School of Business or the College of Engineering may freely transfer into the MEM program via ppc.engr.uconn.edu, but only prior to the completion of the first semester. After the end of the first semester, all admissions to MEM are subject to the above restrictions.

**Supplemental Academic Standards**

After admission into the Management and Engineering for Manufacturing program, students must maintain a high standard of scholastic achievement to continue in the major program. Any student having completed 24 or more credit hours must maintain a minimum 2.79 cumulative grade point average. A student failing to meet this standard is subject to dismissal from the program.

The Management and Engineering for Manufacturing program is accredited by the Engineering Accreditation Commission of ABET, www.abet.org.

## Field Study Internships

Internship experiences provide students an opportunity for supervised field work in areas of business and government. Regular internship programs are available on a limited basis in accounting, analytics and information management, real estate, health systems care management, and management. Individual internships may be arranged in other departments and majors within the School of Business; these are subject to availability and departmental restrictions.

**Pre-Law Studies.** Business students who plan to apply for admission to a school of law may arrange for pre-legal curricular counseling through the Undergraduate Programs Office in the School of Business.

1. Students choosing ECON 2102/W must take care to meet the University requirement of completing Content Areas 1, 2, and 3 courses from six different departments. [↑](#footnote-ref-1)
2. HIST 1501/W or 1502/W recommended for students who have not completed high school level courses in American Government and American History. [↑](#footnote-ref-2)
3. COMM 1100 does not fulfill Content Area 2, but is recommended for accounting majors. COMM 1000 is recommended for students interested in pursuing a COMM minor. [↑](#footnote-ref-3)
4. POLS 1202/W recommended for students who have not completed a High School level course in American Government. [↑](#footnote-ref-4)