

# CSB TRACKS

Students may choose to use their CSB professional electives to develop areas of concentrations. It is **not** required that a student complete a track, just that students fulfill the 9-credit professional elective requirement.

*Not all of these courses are offered on a regular basis.*

## **Accounting**

ACCT 315 Financial Accounting  
ACCT 320 Auditing  
ACCT 324 Cost Accounting

## **Business Economics Consulting**

ECO 322 Competitor and Market Analysis  
ECO 333 Economics of Business Decisions  
ECO 357 Econometrics

## **Computer Science Graduate School**

CSE 271 Programming in the C and Unix Environment  
CSE 302 Compiler Design or CSE 392 Independent Study  
CSE 318 Automata and Formal Grammars  
CSE 342 Fundamentals of Internetworking

## **Corporate IT Development**

CSE 271 Programming in the C and Unix Environment  
CSE 313 Computer Graphics  
CSE 342 Fundamentals of Internetworking or CSE 343 Network Security

## **Entrepreneurship**

ENTP 101 Introduction to Entrepreneurship  
ENTP 201 Entrepreneurship & Enterprise  
ENTP 304 / CSB 304 Software Entrepreneurship  
ENTP 315 Lehigh Silicon Valley

## **Finance**

FIN 323 Investments  
FIN 328 Corporate Finance  
FIN 334 Derivatives

## **Marketing:**

### ***Marketing Analytics:***

CSE 347 Data Mining  
MKT 312 Marketing Research  
MKT 325 / ECO 325 Consumer Insights through Data Analysis  
MKT 326 Marketing Analytics in a Digital Space

### ***Sales:***

CSE 347 Data Mining  
MKT 330 Professional Selling  
MKT 328 / SCM 328 Negotiations and Conflict Management  
MKT 332 Sales Management

## **Software Development**

CSE 271 Programming in C and Unix  
CSE 265 System and Network Administration  
CSE 334 Software System Security

## **Supply-Chain Management**

SCM 309 Supply, Cost, and Risk Management  
SCM 340 Demand and Supply Chain Planning  
SCM 354 Integrated Logistics and Transportation Management