CSB TRACKS

Students may choose to use their CSB professional electives to develop areas of concentrations. The tracks listed here are some suggestions. It is **not** required that a student complete a track, just that students fulfill the 9-credit professional-elective requirement and the 3 credit CSE-elective requirement. This may be done with any set of approved courses even if they are not listed here. **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
- CSE 343 Network 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