Foundational Coursework (20-21cr)

SELECT ONE FROM EACH OF THE CATEGORIES

Psychology
- EPSY 1281—Psychological Science Applied (4cr)
- or PSY 1001—Introduction to Psychology (4cr)

Public Speaking
- OLPD 1461—Presentations in Work Settings: Business & Marketing Education and Human Resource Development (3cr)
- or FSOS 1461—Presentations at Work: Families, Communities, Nonprofits, and Schools (3cr)
- or COMM 1101—Introduction to Public Speaking (3cr)

Economics
- APEC 1101—Principles of Microeconomics (4cr)
- or ECON 1101—Principles of Microeconomics (4cr)
- or APEC 1102—Principles of Macroeconomics (4cr)
- or ECON 1102—Principles of Macroeconomics (4cr)

Organizational Leadership
- OLPD 1303—Leadership in Organizational Contexts (3cr)

Contexts
- OLPD 2811—Societies of the Future: Changing Work Contexts [TS] (3cr) *Honors available
  Note: meets Technology & Society Liberal Education Theme

Business Writing
- OLPD 3324W—Writing in the Workplace for Education and Human Development Majors [WI] (4cr)
- or WRIT 3562W—Technical and Professional Writing [WI] (4cr) *Satisfies 2 Upper Division WI
- or WRIT 3029W—Business and Professional Writing [WI] (3cr)
- or MGMT 3033W—Business Communication [WI] (3cr) *Permission required from CSOM
B.S. in Business & Marketing Education (BME)

Curriculum and Planning Bubble Guide

College of Education + Human Development

Contact: ugolpd@umn.edu

Effective for new BME students Fall 2021

BME Major Coursework (30cr)

- OLPD 3401—Teaching Marketing Promotion (3cr)
- OLPD 3424—Sales Training (3cr)
- OLPD 3318—Project Management (3cr)
- OLPD 4426—Strategic Customer Relations Management (3cr)
- OLPD 3828—Equity and Diversity in the Workplace (3cr)
- OLPD 3641—Introduction to Organization Development (3cr)
- OLPD 3308—Data-Driven Decision-Making (3cr)
- OLPD 3609—Profession & Practice of BME and HRD (2cr)
- OLPD 4696—Applied Experience in BME and HRD (4cr)* (see note below)

Note: Credits earned through LEAD 3971 Field Experience, Learning Abroad, or OLPD 4421 may substitute for OLPD 4696 for BME students only

- OLPD Elective—3 credits needed, choose 1 (course options subject to change)
  - OLPD 3305—Learning About Leadership through Film and Literature (3cr)
  - OLPD 3381—Developing Intercultural Competence (3cr)
  - OLPD 4401—E-Marketing (3cr)

*OLPD 4696 requires students to secure their own work/internship experience and propose it to the Department prior to enrolling in the course. 4cr of OLPD 4696 requires 160 hours of work involving BME-related activities.

Supporting Program (12cr)

- Courses must be outside the department—this means no OLPD course work
- Recommended to be upper division (3000 level or higher) and taken A-F
- Courses can be selected from the pre-approved list [located in University catalog and APAS]
- Courses not selected from pre-approved list:
  - must be approved in consultation with an OLPD Advisor;
  - should be linked thematically and relevant to professional aspirations;
  - are often students’ minors (except for Leadership) or other majors;
  - may follow a self-designed theme (not part of a minor or other major)
- Previous courses can be used if appropriate

2/3/2021