



NON-BUSINESS BREADTH EXAMPLES

What is the Non-Business Breadth requirement?

- Non-Business Breadth is 24 credits of non-business coursework that are all focused on ONE theme. Students who need assistance or have any questions should contact an advisor.

Why is there a Non-Business Breadth requirement?

- The requirement encourages business and accounting majors, who will complete approximately half of their coursework outside of the Business College, to be thoughtful and deliberate about the non-business and general education courses they choose.

How should I decide what to study for Non-Business Breadth?

- This requirement is all about YOU. Pick something that is interesting to you and/or that will assist you in meeting your career goals. For example, if you want to go to law school, you may want to minor in writing to prepare you for all the writing you will need to do. If you want to do international business, you may want to study another language and/or culture.

Do I need to get my Non-Business Breadth plan approved? How?

- Students must submit their plans for approval, even when selecting from among the examples listed. The necessary form, which should be completed for approval prior to taking the courses, is available in 203 Peterson and online:

<http://business.uoregon.edu/files/media/undergrad-advising-global-context-nbb-form.pdf>

How do I complete Non-Business Breadth?

- Complete a minor, earn a certificate, or design and complete an approved theme study. This document reviews these three options.

Non-Business Breadth Examples: Contents

Option 1: Undergraduate Minors	2
Option 2: Undergraduate Certificates	3
Option 3: Theme Studies.....	3
Example Themes.....	3
Design	3
Understanding Consumers	4
Common Themes	5
Language	5
Cultural Study	5
Sustainability	5

Option 1: Undergraduate Minors

Completion of a minor automatically fulfills the Non-Business Breadth requirement. Students planning to earn a minor should declare their intention and seek advising with the respective department. **(Students may not earn a minor in business while majoring in business administration or accounting.)**

African studies	European studies	Medieval studies
Anthropology	Folklore	Multimedia
Architecture	French	Music
Art	Geography	Nonprofit administration
Art history	Geological sciences	Peace studies
Biochemistry	German	Philosophy
Biology	German studies	Physics
Chemistry	Greek	Planning, public policy and mgmt
Chinese	Historic preservation	Political science
Classic Civilization	History	Psychology
Comics and Cartoon Studies	Human physiology	Queer studies
Comparative literature	Interior architecture	Religious studies
Computer & info. science	Italian	Russian & E. European studies
Computer info. technology	Japanese	Scandinavian
Creative Writing	Judaic studies	Southeast Asian studies
Dance	Landscape architecture	Spanish
East Asian studies	Latin	Special education
Economics	Latin American studies	Theater arts
English	Linguistics	Women's and gender studies
Environmental studies	Mathematics	Writing, public speaking, & critical reasoning
Ethnic studies	Media Studies	

Option 2: Undergraduate Certificates

While not automatic, students may be able to meet the Non-Business Breadth requirement through completion of a certificate. Students pursuing certificates are advised to submit their plan for approval to determine whether or not their certificate will apply toward this requirement. They should also declare their intention and seek advising with the respective department.

Film studies

Global management

*International Business Communication

Second-language acquisition and teaching

Writing, Public Speaking and Critical Reasoning

****The International Business and Communication Program is open to students who are non-native speakers of English. Students who choose to complete this program can use it to fulfill the Non-Business Breadth requirement; however, those who do so cannot use any of the courses required by this program toward their upper-division business electives.***

Option 3: Theme Studies

All students may select their own theme study to complete Non-Business Breadth. Non-Business Breadth proposals must, however, be approved by a professional LCB advisor before students begin taking their selected courses. Please note that theme studies cannot include required business and accounting courses. Pre-business courses that are not taught by the Business School—economics, writing, math—may only be used for Non-Business Breadth if the student is planning to earn a minor in that subject area or if the student has consulted with and received permission from an advisor. Themes, unlike minors and certificates, do not appear on a student's transcript.

Example Themes

The themes provided below are examples. There are countless other themes that students may put together and study after receiving approval in Peterson 203.

Design

Minor/Area of Focus: Design

Course	Credits	Term
ART 101: Understanding Contemporary Media	4	10W
ART 111: The Artist Experience	4	12S

TA 210: Introduction to Design	4	11F
PD 199: Sp St Introduction to Product Design	4	10F
ARTD 250: Print Media Digital Arts	4	11F
ARH 358: History of Design	4	12W

Non-Business Breadth Rationale:

Please explain 1) why you have selected these courses, 2) how they relate to one another, and 3) how they relate to your career goals or interests:

I have selected these courses because I plan to study entrepreneurship, and I believe it will be helpful to have a basic understanding of design. By understanding design I will be able to consider what makes a product good and decide whether it's something I want to utilize or sell in my business. These courses fit together because they are all focused on design. ART 101 will teach me contemporary developments in media used in the design of art. ART 111 will teach me the issues of concept and process in designing and creating art. TA 210, again, will approach the concept of design but from the perspective of the theater arts. The ARTD course will also focus on design, this time in the form of web-based design and digital drawing to communicate expressive concepts. ARH 358 will enable me to learn about the history of design, and, lastly, PD 199 will allow me to approach design from the prospective of product design.

Understanding Consumers

Minor/Area of Focus: Understanding Consumers

Course	Credits	Term
ANTH 161: World Cultures	4	10W
PSY 202: Mind and Society	4	12S
PSY 380: Psychology of Gender	4	11F
SOC 204: Introduction to Sociology	4	10F
ES 101: Introduction to Ethnic Studies	4	11W
WGS 101: Women, Difference, and Power	4	12W

Non-Business Breadth Rationale:

Please explain 1) why you have selected these courses, 2) how they relate to one another, and 3) how they relate to your career goals or interests:

I have selected these courses because I plan to study marketing. I know it will be useful to have a basic understanding of consumers—who they are and how they think—and these courses will do just that. ANTH 161 will help me to examine the political, economic, and psychological lives of people. PSY 202 will explain the systematic ways that people think, feel, and act while PSY 380 and WGS 101 will

expand on that concept, breaking it down by gender. SOC 204 will examine the impacts of socialization on humans. ES 101 will enable me to understand how ethnicity can impact a person's world view. These courses are related because they all focus on how people interact, socialize, and form their identities and will help me to understand better consumers.

Common Themes

At the request of students, the LCB academic advising office has put together a list of possible courses for commonly studied themes to serve as examples.

Language

Students who choose to study a college-level foreign language for two years, earning at least 24 credits, will automatically satisfy the Non-Business Breadth requirement. For example, a student who takes SPAN 101, 102, 103, 201, 202, and 203 will have completed the Non-Business requirement since this is a total of 27 credits around one theme: the Spanish language.

Cultural Study

Students who enjoy cultural studies may choose to learn about the culture of another country for Non-Business Breadth. They will, as always, need to take 24 credits around this one theme, but they often can use the same courses to fulfill Global Context and Non-Business Breadth (double counting). Cultural studies course suggestions can be found online in Global Context Recommendation: <https://business.uoregon.edu/sites/default/files/media/undergrad-advising-global-context-suggestions.pdf> (Note that the recommended courses about the U.S. are too broad to count as a coherent theme without additional planning.)

Sustainability

Students interested in sustainability may take 24 credits of coursework around this theme. Listed below are numerous courses that relate to sustainability.

BI 130	Intro to Ecology	GEOL 202	Earth, Surface and Environm'l Geology
CHEM 113	Chemistry of Sustainability	GEOL 310	Earth Resources and the Environment
ECON 333, 433	Resource and Environmental Economics	HIST 473	American Environmental History
ENVS 201	Introduction to Environmental Studies	INTL 280	Global Environmental Issues
ENVS 202	Introduction to Environmental Studies	J 412	*Topics/Issues in Journalism
ENVS 335	Allocating Scarce Environm'l Resources	PD 199	**Biomimicry
ENVS 345	Environmental Ethics	PHIL 340	Environmental Philosophy

ENVS 350	Ecological Footprint of Energy Generation	PHYS 161	Physics of Energy and Environment
ENVS 411	*Environmental Issues	PHYS 162	Solar and other Renewable Energies
ENVS 420	Perspectives in Nature and Society	PPPM 327	Global Leadership and Change
ENVS 450	Political Ecology	PPPM 331	Environmental Management
ENVS 455	Sustainability	PPPM 407	*Various topics
ES 350	Native Americans and the Environment	PPPM 410	*Various topics
GEOG 361	Global Environmental Change	PS 297	Into to Environmental Politics
GEOG 410	Sustainability	PS 399	**China Environmental Crisis
GEOG 462	Historical & Contemporary Views Environ't	PS 477	International Environmental Politics
GEOG 463	Geography, Law and the Environment	SOC 304	Community, Environment and Society
GEOG 465	Environment and Development	SOC 416	*Issues in Sociology of the Environment

****Topics can change term to term and be more or less relevant.***

***** This is a temporary number so be sure to check that it's the right course. This course may be offered under a different number in the future.***

These are just a few of the many opportunities available to you at the University of Oregon. We encourage you to consider all of your options and pursue a field of study that feeds your passion, broadens your perspective, or allows you to explore new fields.

Revised 8/12/14