

# Degree Guide for the College of Arts and Sciences: 2022-2023

## BUSINESS MINORS for NON-BUSINESS MAJORS

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**Applications for admission to upper division business courses are available in the School of Business and must be approved before registration for upper division business courses.**

Non-Business majors desiring to pursue a minor should meet with a School of Business advisor early in their studies to develop a course sequencing plan. Students must complete pre-requisites prior to taking required courses. **Check the catalog carefully.**

Completion of ACCT 260-ACCT 261 (or ACCT 263), ECON 201-ECON 202 (or ECON 200) and one 3-credit course in statistics with a minimum GPA of 2.70 and a grade not lower than C- in any one course, must be earned to enroll in required 300-level business courses.

Also, students will not be allowed to take equivalent CLEP or other exams to replace or waive courses in a minor.

### Minor - General Business: 24 credits (for Non-Business Majors)

MINOR LOWER DIVISION		Credits	Grade
<b>One of the following options:</b>		<b>3-6 credits</b>	
ACCT 263	Accounting Analysis	3	
<b>OR - BOTH of the following courses</b>			
ACCT 260	Principles of Accounting I	3	
ACCT 261	Principles of Accounting II	3	
<b>One of the following options:</b>		<b>3-6 credits</b>	
ECON 200	Economic Analysis	3	
<b>OR - BOTH of the following courses</b>			
ECON 201	Microeconomics	3	
ECON 202	Macroeconomics	3	
<b>One of the following two courses:</b>		<b>3 credits</b>	
BUSN 230	Business Statistics	3	
MATH 321	Statistics for Experimentalists	3	

MINOR UPPER DIVISION		Credits	Grade
MKTG 310	Principles of Marketing	3	
BFIN 320	Principles of Finance	3	
MGMT 350	Principles of Management	3	
<b>Electives:</b>		<b>0-6 credits</b>	
BMIS 235	Management Information Systems	3	
BUSN 283	Business Law	3	
OPER 340	Operations Management	3	

### Minor - Analytical Finance 27-28 credits (for Non-Business Majors)

MINOR LOWER DIVISION		Credits	Grade
ACCT 260	Principles of Accounting I	3	
ACCT 261	Principles of Accounting II	3	
ECON 201	Microeconomics	3	
ECON 202	Macroeconomics	3	
<b>One of the following two courses:</b>		<b>3 credits</b>	
MATH 114	Mathematical Analysis for Business	3	
MATH 157	Calculus & Analytical Geometry I	3	
<b>One of the following two courses:</b>		<b>3 credits</b>	
BUSN 230	Business Statistics	3	
MATH 321	Statistics for Experimentalists	3	

MINOR UPPER DIVISION		Credits	Grade
BFIN 320	Principles of Finance	3	
BFIN 322	Intermediate Finance	3	
BFIN 422	Investment Analysis	3	

### Minor - Digital Marketing 24 credits (for Non-Business Majors)

MINOR LOWER DIVISION		Credits	Grade
BMIS 245	Technical Foundation-Digital Marketing	3	
MINOR UPPER DIVISION		Credits	Grade
MKTG 310	Principles of Marketing	3	
BMIS 443	Technology-Web/Mobile-Based Business	3	
MKTG 402	Integrated Marketing Communications	3	
MKTG 410	Digital Marketing	3	
<b>One of the following two courses:</b>		<b>3 credits</b>	
MKTG 318	Social Media Marketing	3	
MKTG 411	Digital Advertising	3	

MINOR UPPER DIVISION		Credits	Grade
<b>One of the following three courses:</b>		<b>3 credits</b>	
MKTG 330	Marketing Research	3	
MKTG 420	Data Visualization	3	
MKTG 421	Business Analytics	3	
<b>One of the following two courses:</b>		<b>3 credits</b>	
INMD 360	Media Law	3	
BMIS 331	Problem Solving/Programming Techniques	3	

**NOTE :** All upper division MKTG courses require a pre-requisite of MKTG 310 Principles of Marketing 3 credits

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Also, students will not be allowed to take equivalent CLEP or other exams to replace or waive courses in a minor.

### Minor - Entrepreneurship & Innovation 18 credits (for Non-Business Majors)

#### MINOR LOWER DIVISION

**One of the following two courses:**

	Credits	Grade
ACCT 260 Principles of Accounting I	3	
ACCT 263 Accounting Analysis	3	

**One of the following two courses:**

	Credits	Grade
ECON 200 Economic Analysis	3	
ECON 201 Microeconomics	3	

#### MINOR UPPER DIVISION

	Credits	Grade
BENT 490 Creativity, Innovation, Entrepreneurship	3	
BENT 491 Creating New Ventures	3	

**One of the following two courses:**

	Credits	Grade
BENT 492 Technology Entrepreneurship	3	
BENT 493 Social Entrepreneurship	3	

**One of the following two courses:**

	Credits	Grade
BENT 494 Small Business Consulting	3	
BENT 495 New Venture Lab	3	

### Minor - Management Information Systems 17 credits (for Non-Business Majors)

#### MINOR LOWER DIVISION

	Credits	Grade
BUSN 111 Business Computing*	2	
BMIS 235 Management Information Systems**	3	

#### MINOR UPPER DIVISION

	Credits	Grade
BMIS 331 Problem Solving/Programming Techniques	3	
BMIS 342 Web-Based Applications	3	
BMIS 441 Database Management	3	
BMIS 444 Information Systems Analysis & Design	3	

\*BUSN 111 may be waived in some cases. See the Associate Dean for more information.

\*\*BUSN 111 is a pre-requisite for BMIS 325.

### Minor - Promotion: 18 credits (for Non-Business Majors)

#### Required Marketing Courses

	Credits	Grade
MKTG 310 Principles of Marketing	3	
MKTG 315 Consumer Behavior	3	
MKTG 402 Marketing Communication	3	

#### PLEASE NOTE:

MKTG 310 is a pre-requisite for most other marketing courses.

MKTG 315 is a pre-requisite for MKTG 402.

\*\*MKTG 490 as an elective requires marketing faculty approval.

#### Approved Electives

**Three of the following courses:**

	Credits	Grade
PRLS 310 Writing for Public Relations	3	
MKTG 318 Social Media Marketing	3	
MKTG 342 Graphic Design	3	
MKTG 410 Digital Marketing	3	
MKTG 411 Digital Advertising	3	
MKTG 418 Personal Selling	3	
PRLS 460 Public Relations Campaign	3	
MKTG 490 Promotion Project**	3	

### Minor - Sustainable Business Minor: 26 credits (for Non-Business Majors)

#### MINOR LOWER DIVISION

	Credits	Grade
ENVS 101 Intro to Environmental Studies	3	
ENVS 200 Case Studies in Environmental Science	4	
ECON 201 Microeconomics	3	

**One of the following two courses with lab:**

	Credits	Grade
ENVS 103/103L Environmental Biology	4	
ENVS 104/104L Environmental Chemistry	4	

#### MINOR UPPER DIVISION

	Credits	Grade
ECON 324 Economics of Environmental Protection	3	
BUSN 430 Sustainable Business	3	
BENT 493 Social Entrepreneurship	3	

**One of the following three courses:**

	Credits	Grade
ENVS 350 Ethics: Global Climate Change (PHIL 460)	3	
ENVS 381 Ethics of Eating	3	
ENVS 358 Environmental Ethics	3	