

Degree Guide for the College of Arts and Sciences: 2023-2024

BUSINESS MINORS for COLLEGE of ARTS & SCIENCES MAJORS

Page 1 of 3

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 business 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: 26 credits

MINOR LOWER DIVISION		Credits	Grade
BUSN 111	Business Computing	2	

One of the following options:		3-6 credits
ACCT 263	Accounting Analysis	3
OR - BOTH of the following courses		
ACCT 260	Principles of Accounting I	3
ACCT 261	Principles of Accounting II	3

One of the following options:		3-6 credits
ECON 200	Economic Analysis	3
OR - BOTH of the following courses		
ECON 201	Microeconomics	3
ECON 202	Macroeconomics	3

One of the following two courses:		3 credits
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	

Electives:		0-6 credits
BMIS 235	Management Information Systems	3
BUSN 283	Business Law	3
OPER 340	Operations Management	3

Minor - Analytical Finance: 27-28 credits

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	

One of the following two courses:		3-4 credits
MATH 114	Mathematical Analysis for Business	3
MATH 157	Calculus & Analytical Geometry I	4

One of the following two courses:		3 credits
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

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	

One of the following two courses:		3 credits
INMD 360	Media Law	3
BMIS 331	Problem Solving/Programming Techniques	3

MINOR UPPER DIVISION		Credits	Grade
<i>One of the following three courses:</i>		<i>3 credits</i>	
MKTG 318	Social Media Marketing	3	
MKTG 319	Content Marketing	3	
MKTG 411	Digital Advertising	3	

One of the following three courses:		3 credits
MKTG 330	Marketing Research	3
MKTG 420	Data Visualization	3
MKTG 421	Business Analytics	3

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

Degree Guide for the College of Arts and Sciences: 2023-2024

BUSINESS MINORS for COLLEGE of ARTS & SCIENCES MAJORS

Page 2 of 3

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Minor - Economics: 18 credits

MINOR LOWER DIVISION		Credits	Grade
ECON 201	Microeconomics	3	
ECON 202	Macroeconomics	3	

MINOR UPPER DIVISION		Credits	Grade
ECON 302	Intermediate Macroeconomics	3	

Two from the following:		6 credits	
ECON 301	Intermediate Microeconomics	3	
ECON 320-340	Applied Microeconomics courses	3	

Any upper division ECON elective		3 credits	
ECON		3	

Minor - Entrepreneurship & Innovation: 18 credits

MINOR LOWER DIVISION		Credits	Grade
One of the following two courses:		3 credits	
ACCT 260	Principles of Accounting I	3	
ACCT 263	Accounting Analysis	3	

One of the following two courses:		3 credits	
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:		3 credits	
BENT 492	Technology Entrepreneurship	3	
BENT 493	Social Entrepreneurship	3	

One of the following two courses:		3 credits	
BENT 494	Small Business Consulting	3	
BENT 495	New Venture Lab	3	

Minor - Human Resource Management: 18 credits

MINOR LOWER DIVISION		Credits	Grade
One of the following:		3 credits	
BUSN 230	Business Statistics	3	
SOCI 202	Database Management	3	
PSYC 202	Information Systems Analysis & Design	3	
MATH 121	Introductory Statistics	3	
MATH 321	Statistics for Experimentalists	3	

MINOR UPPER DIVISION		Credits	Grade
MGMT 350	Principles of Management	3	
MGMT 400	Recruitment and Selection	3	
MGMT 405	Compensation, Performance Appraisal	3	
MGMT 410	Training and Development	3	
MGMT 415	Employment Law	3	

Check the catalog carefully - some courses have pre-requisites not included in the minor

Minor - Management Information Systems: 17 credits

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	Data Analytics for Business	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.

Degree Guide for the College of Arts and Sciences: 2023-2024

BUSINESS MINORS for COLLEGE of ARTS & SCIENCES MAJORS

Page 3 of 3

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Minor - Promotion: 18 credits

Required Marketing Courses

	9 credits	
	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:

	9 credits	
	Credits	Grade
MKTG 318 Social Media Marketing	3	
MKTG 319 Content Marketing	3	
MKTG 342 Graphic Design	3	
MKTG 410 Digital Marketing	3	
MKTG 411 Digital Advertising	3	
MKTG 418 Personal Selling	3	
PRLS 310 Writing for Public Relations	3	
PRLS 460 Public Relations Campaign	3	
MKTG 490 Promotion Project**	3	

Minor - Sustainable Business: 26 credits

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 science courses with lab:

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

MINOR UPPER DIVISION

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

One of the following courses:

	3 credits	
	Credits	Grade
ENVS 321 Ecological Thought and Politics	3	
ENVS 326 Environmental Sociology	3	
ENVS 352 Environmental Law and Policy	3	
ENVS 353 Environmental History	3	
ENVS 358 Environmental Ethics	3	
ENVS 381 Ethics of Eating	3	