

BUSINESS ADMINISTRATION - MINOR

This minor is offered in the College for Women and the College for Adults.

Curriculum

| Code | Title | Credits |
|--------------------------------------|-----------------------------------------------------------------|-----------|
| ACCT 2110 | Financial Accounting | 4 |
| ACCT 2130 | Managerial Accounting | 4 |
| LEAD 2202 | Leadership and Influence | 2 |
| MGMT 2402 | Principles of Management | 2 |
| MKTG 2302 | Introduction to Marketing | 2 |
| or SALE 2332 | Introduction to Selling | |
| Select 10 credits from: ¹ | | 10 |
| ACCT 3202 | Business Finance | |
| ACCT 3212 | Advanced Finance | |
| BUSI 2012 | Business Analytics | |
| BUSI 3642 | The Legal Environment of Business | |
| BUSI 3652 | Business Law - Contracts | |
| CARR 1002 | Career Readiness and Professional Development for Women | |
| LEAD 3400 | Leadership, Effective Teams, and Change Management ² | |
| or MBA 6100 | Personal and Team Leadership | |
| MGMT 3460 | Managing Within a Diverse Workforce | |
| MKTG 3250W | Integrated Marketing Communication | |
| MKTG 3300 | Digital Interactive Marketing Strategy | |
| MKTG 3350 | Market Research and Analytics | |
| MKTG 4300 | Strategic Marketing ² | |
| or MBA 6400 | Strategic Marketing-Building Value and Brand | |
| SALE 2332 | Introduction to Selling | |
| SALE 3330 | Professional Sales: Customer Centered Selling ³ | |
| Total Credits | | 24 |

¹ Students are advised to check the prerequisites for these courses prior to making their selections

² MBA courses are only available to students admitted to the program that allows seniors to take MBA courses. See the MBA section of the Graduate Catalog for details.

³ This course is not available to students enrolled in the College for Adults