

Updating Minors Offered by the Stuart School

The Stuart School is in the process of updating its existing minors and adding a couple of new ones. One of the drivers for this decision is that we have developed new courses, especially in economics. Another consideration is that we want to allow students to use courses that are part of our degree program rather than the “service” courses, such as **BUS 210** and **ECON 211**.

These minors will be available to all majors other than Stuart School students who take more than two of the minor courses as part of their degree program.

Minor in Business				
<u>Current Minor</u>		<u>Credits</u>	<u>Proposed Minor</u>	<u>Credits</u>
BUS 210 (or BUS 211 and BUS 212)		3	BUS 210 or BUS 211	3
ECON 211 (or ECON 151 and ECON 152)		3	ECON 211 or ECON 151	3
BUS 301		3	BUS 301	3
Minimum of Two of the following:		6	Minimum of Two of the following:	6
BUS 305		*	BUS 305	*
BUS 371		*	BUS 371	*
ECON 423		—	ECON 423	—
Total Credits:		<u>15</u>	Total Credits:	<u>15</u>

Minor in Economics				
<u>Current Minor</u>		<u>Credits</u>	<u>Proposed Minor</u>	<u>Credits</u>
BUS 382 (renamed ECON 382)		3	ECON 151	3
ECON 151		3	ECON 152	3
ECON 152		3	ECON 423	3
ECON 423		3		
Minimum of One of the following:		3	Minimum of Two of the following:	6
BUS 321		*	ECON 251	*
BUS 452		*	ECON 311	*
BUS 455		—	ECON 312	—
Total Credits:		<u>15</u>	Total Credits:	<u>15</u>

Minor In Finance				
<u>Current Minor</u>		<u>Credits</u>	<u>Proposed Minor</u>	<u>Credits</u>
BUS 210		3	BUS 210 or BUS 211	3
ECON 211		3	ECON 211 or ECON 151	3
ECON 423		3	ECON 423	3
Minimum of Two of the following:		6	Minimum of Two of the following:	6
BUS 452		*	BUS 452	*
BUS 454		*	BUS 454	*
BUS 455		*	BUS 455	*
BUS 458		—	BUS 458	—
Total Credits:		<u>15</u>	Total Credits:	<u>15</u>

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New Offering: The Minor in Marketing Analytics introduces students to the data analysis and market research techniques that are used to reach and understand key audiences by virtually every business and organization in the private, public, and nonprofit sectors.

Minor in Marketing Analytics				
<u>Current Minor</u>		<u>Credits</u>	<u>Proposed Minor</u>	<u>Credits</u>
			BUS 371	3
Not Currently Offered		N/A	BUS 472	3
			BUS 473	3
			BUS 475	3
			BUS 476	<u>3</u>
Total Credits:		<u>N/A</u>	Total Credits:	<u>15</u>

New Offering: The Minor in Business Analytics equips students with the skills and knowledge needed to analyze and interpret dynamic business data, to inform managerial and strategic decision-making, and to communicate insights effectively.

Minor in Business Analytics				
<u>Current Minor</u>		<u>Credits</u>	<u>Proposed Minor</u>	<u>Credits</u>
			BUS 102	3
Not Currently Offered		N/A	BUS 221 or STAT 225 or PSYC 203	3(4)
			ECON 251	3
			Minimum of Two of the following:	6
			BUS 473	*
			BUS 475	*
			BUS 477	*
			BUS 484	*
Total Credits:		<u>N/A</u>	Total Credits:	<u>15(16)</u>

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Course Titles	
BUS 102	Introduction to Business Analytics
BUS 210	Introduction to Accounting
BUS 211	Financial Accounting
BUS 212	Managerial Accounting
BUS 221	Business Statistics
BUS 301	Organizational Behavior
BUS 305	Operation and Supply Chain Analytics
BUS 321	Analytics for Optimization
BUS 371	Marketing Fundamentals
BUS 452	International Finance
BUS 454	Investments
BUS 455	Corporate Finance
BUS 458	Financial Derivatives
BUS 472	New Product Development
BUS 473	Marketing Analytics
BUS 475	Sales Management and Analytics
BUS 476	Consumer Behavior
BUS 477	Analytics for Decision-Making
BUS 484	Data Analytics and Visualization
ECON 151	Microeconomics
ECON 152	Macroeconomics
ECON 211	Introduction to Economics
ECON 250	Introduction to Econometrics
ECON 311	Intermediate Microeconomics
ECON 312	Intermediate Macroeconomics
ECON 382	Business Economics
ECON 423	Economic Analysis of Capital Investments
PSYC 203	Undergraduate Statistics for the Behavioral Sciences
STAT 225	Introductory Statistics