

# BUSINESS MINOR FOR NON-BUSINESS MAJORS (BMIN)

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## BMIN 1000 - Introduction to Business (3 Credits)

The business and economic landscape is introduced illustrating the challenges and opportunities in today's business environment. A foundation in traditional business disciplines is introduced including the principles and terminology employed in Marketing, Management, Finance, Accounting, Operations, and Economics. This course is cross-listed with MGMT 1000. Restriction: Students enrolled in the Business School are not eligible for this course. Note: Students seeking a Minor in Business Fundamentals are encouraged to enroll in BMIN 1000 as their first course. However, BMIN 1000 may be taken as a co-requisite with BMIN 3001, 3002 or 3003 or ENTP 3000. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Students enrolled in the Business School are not eligible for this course.

## BMIN 1010 - Introduction to Business – Career Planning (3 Credits)

Students will explore their best career choices based on assessments and their personality type. They will learn what strengths they bring to a team and to their individual management style utilizing the Myers Briggs Type Indicator and Strong Interest Inventory assessments. Topics covered include: career exploration, career and internship planning, personality styles and strengths, working with executives, corporate culture overview, business trends and news, and analysis of Fortune 100 companies. Supplemental topics include: resume writing, effective interviewing, time management, business writing and hiring trends. Restriction: Students enrolled in the Business School are not eligible for this course. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Students enrolled in the Business School are not eligible for this course

## BMIN 3001 - Fundamentals of Management and Marketing (3 Credits)

Comprised of two modules focusing on essential concepts of Management and Marketing: 1) Management: Including organizational behavior concepts, leadership, management skills and methods and team dynamics 2) Marketing: Students will develop a new product marketing plan including, industry and market research, market segmentation, marketing mix planning and implementation strategies. Restriction: Students enrolled in the Business School are not eligible for this course. Coreq: BMIN 1000 or MGMT 1000. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Students enrolled in the Business School are not eligible for this course Co-req: BMIN 1000 or MGMT 1000

## BMIN 3002 - Fundamentals of Accounting and Finance (3 Credits)

Comprised of two modules focusing on essential concepts of 1) Accounting: including the use of information in financial reports and in making business decisions, and 2) Finance: including financial markets, capital structure, time-value of money, valuation and capital budgeting. Restriction: Students enrolled in the Business School are not eligible for this course. Coreq: BMIN 1000 or MGMT 1000. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Students enrolled in the Business School are not eligible for this course Co-req: BMIN 1000 or MGMT 1000

## BMIN 3004 - Principles of Strategic Management (3 Credits)

Students will examine the critical issues related to running sustainable businesses. Using the strategic management model as a framework, the course focuses primarily on developing and implementing corporate strategy. Topics covered include mission, vision and values; corporate social responsibility; competitive analysis; leveraging core competencies; developing a business model, and creating value. Supplemental topics include how to create competitive advantage through innovation, choosing an appropriate legal business entity, and managing risk. This is a capstone course and synthesizes key concepts from other Cohort Business Minor courses including entrepreneurship, accounting & finance, management, and marketing. Restriction: Students enrolled in the Business School are not eligible for this course. Prereq: BMIN 3001, BMIN 3002, Junior-Level Standing. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Students enrolled in the Business School are not eligible for this course Prereq: BMIN 3001, BMIN 3002, Junior-Level Standing