

# 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 of traditional business disciplines is introduced including the principles and terminology employed in Marketing, Management, Finance, Accounting, Operations, and Economics. Note: Students may petition to waive the course with permission of the course instructor and substitute it with either a) an approved Business Fundamentals Minor elective, or b) a second Business Fundamentals Minor Capstone course, pending approval by the Business Fundamentals Program Director. 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, BMIN 3002 or 3003 or ENTP 3000. Restriction: Students enrolled in the Business School are not eligible for this course. Cross-listed with MGMT 1000. Max hours: 3 Credits.

Grading Basis: Letter Grade

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

## BMIN 2200 - Career and Professional Development (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, effective collaboration, and team dynamics 2) Marketing: Students will learn the fundamentals of modern marketing including market research, traditional versus digital marketing mix, audience segmentation, and sales strategies in service of building a comprehensive marketing plan. Note: Students cannot receive credit for BMIN 3001 if they have taken MGMT 3000 or MKTG 3000. 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 and time-value of money. Note: Students cannot receive credit for BMIN 3002 if they have taken ACCT 2200 or FNCE 3000. Coreq: BMIN 1000 or MGMT 1000. 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 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 Business Fundamentals Minor courses including entrepreneurship, accounting & finance, management, and marketing. Note: Students cannot receive credit for BMIN 3004 if they have taken MGMT 4500. Prereq: BMIN 1000 or MGMT 1000, BMIN 3001, BMIN 3002. Restriction: Restricted to Junior-Level Standing. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BMIN 1000 or MGMT 1000, BMIN 3001, BMIN 3002. Restriction: Restricted to Junior-Level Standing.