

# MINOR IN BUSINESS

The minor in Business is designed to offer a basic understanding of business topics for students who are not enrolled in the School of Business or intending to pursue a business degree.

## Requirements:

- Five (5) 3-credit 3000-4000 Junior/Senior level business courses (*minimum of 15 credits which may include, but are not limited to, BADM courses listed on reverse*).
- A 'C' (2.0) grade or better in each course to be counted toward the minor.
- Credits from internships (4891s) cannot be used to satisfy requirements for the minor.
- No more than three of the credits used to satisfy requirements for the minor may be from transfer credits of courses equivalent to University of Connecticut courses, UConn Study Abroad or National Student Exchange courses. With approval, one 4 credit transfer course may be used to satisfy requirements for the minor.

## Additional Details:

- The Plan of Study for the Minor in Business must be submitted during the student's last semester when the student is in the process of completing or has completed the minor. *There can be no declaration of the minor prior to a student's last semester.*
- Since registration in business courses appropriate for the minor is on a space available basis, the School of Business cannot guarantee completion of the minor.
- Accreditation standards restrict students who are not majors in the School of Business to no more than 21 credits of coursework offered by the School of Business.
- No student in the School of Business can complete both a major and a minor in Business.

*BADM 3710, 3720, 3730, 3740, 3741, 3742, 3750, 3752, 3755, 3756, 3760, 4753, 4754 and 4895 (details shown on page two) are not open to students in the School of Business. These courses may not be used to meet course or grade point average graduation requirements for School of Business majors, either as core business requirements or as required business electives.*

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## PLAN OF STUDY – MINOR IN BUSINESS

**DIRECTIONS:** *Complete the following information and turn in 2 copies of this sheet, with a copy of your UNOFFICIAL TRANSCRIPT, highlighting the business courses you are using to meet the minor, attached to each sheet. Submit your plan of study sheets with attached transcripts during the first four weeks of the semester in which you intend to graduate.*

Name \_\_\_\_\_ Major \_\_\_\_\_ Anticipated Graduation Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Mo/Yr

Student ID # \_\_\_\_\_ Local Address \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

### Business courses being used to complete the minor – please list them below:

<u>Grade</u>	<u>Dept</u>	<u>No.</u>	<u>Course Title</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Bring to: BUSN Room 121, or Mail to:

School of Business Undergraduate Programs Office  
2100 Hillside Road, Unit 1041  
Storrs, CT 06269-1041

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*For School of Business Use Only*

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Signature of Assistant Dean, School of Business

Date

[Effective Fall 2002 - Rev.1/08]

***Interested students are not limited to choosing courses only from the list shown below. Other eligible courses may be offered. Please check studentadmin for current listings.***

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**BADM 3710. Principles of Managerial Accounting** *Three credits. Prerequisite: ACCT 2001; open to juniors or higher. Not open to students who have passed or are taking ACCT 2101.* A survey of internal reports to managers for use in planning and controlling operating systems, for use in decision-making, formulating major plans and policies, and for costing products for inventory valuation and income determination.

**BADM 3720. Business Law** *Three credits. Prerequisite: Open to juniors or higher. Not open to students who have passed or are taking BLAW 3175.* The meaning of law and the structure of the American legal system are studied with a view toward the impact of law upon the operation of American business. Key philosophies of ethics and social responsibility are examined through the lens of stakeholder analysis and other analytical tools. Major aspects of government regulation of business such as products liability, securities regulation, worker protection, and intellectual property issues are also explored. Also examines fiduciary duty and tort liability.

**BADM 3730. Financial Management** *Three credits. Prerequisite: ACCT 2101 or BADM 3710, which may be taken concurrently; ECON 1200 or both 1201 and 1202; MATH 1070; STAT 1000 or 1100; open to juniors or higher. Not open to students who have passed or are taking FNCE 3101.* An introductory examination of how a business plans its needs for funds, raises the necessary funds, and invests them to attain its goals.

**BADM 3740. Managerial and Interpersonal Behavior** *Three credits. Prerequisite: Open to juniors or higher. Not open to students who have passed or are taking MGMT 3101* Topics covered include individual work motivation, interpersonal communications in organizations, team building and group processes, leadership, decision-making, and understanding and managing cultural diversity. Classes will emphasize interpersonal and leadership skill-building through the inclusion of exercises which rely on active participation of class members.

**BADM 3741. Risks and Rewards of Entrepreneurship** *Three credits. Prerequisite: Open to juniors or higher. Not open to Business majors. Not open to students who have passed or are taking MGMT 3234.* Emphasis on gaining an in-depth understanding of the entrepreneurial mindset. Students explore what makes an individual a successful entrepreneur. Examines the risks and rewards of pursuing a new business and a career as an entrepreneur, via case study and invited speakers.

**BADM 3742. New Venture Management** *Three credits. Prerequisite: Open to juniors or higher. Not open to Business majors. Not open to students who have passed or are taking MGMT 3235.* Examines the process of getting a new venture started, growing the venture, successfully harvesting it and starting again. Students investigate the special problems of newly formed firms via case study and analysis of successful and unsuccessful business plans. Acquaints students with the unique strategic problems faced by new ventures and prepares them to evaluate new venture plans.

**BADM 3750. Introduction to Marketing Management** *Three credits. Prerequisites: ACCT 2001, ECON 1200 or both 1201 and 1202; MATH 1070 or MATH 1071; STAT 1000 or 1100; Open to juniors or higher. Not open to students who have passed or are taking MKTG 3101.* An introduction to the marketing system, its foundations and institutions. Students are exposed to product, promotion, price, and distribution decision areas, strategic alliances, relationship marketing, and total marketing quality.

**BADM 3752. Professional Selling** *Three credits. Prerequisite: MKTG 3101 or BADM 3750; Open to juniors or higher.* Focuses on the tactical and strategic aspects of the professional selling process with particular emphasis upon managing the complex sale. Topics include account entry strategies, effective investigative techniques, objection prevention, the client decision process, negotiation skills, and account development strategies. Learning tools will include: participant interaction, role plays, work groups, and case studies.

**BADM 3755. Marketing on the Internet** *Three credits Prerequisite: MKTG 3101 or BADM 3750; Open to juniors or higher.* Topics include comparisons of business models in physical space and cyberspace and integration of marketing efforts among the world-wide-web, and other means of communications, distribution, and selling. This course relies on the Internet as a teaching tool. Students need access to a computer with an Internet Browser.

**BADM 3756. Product and Price Policies** *Three credits Prerequisites: MATH 1071 or 1122 or 1132; STAT 1000 or 1100; MKTG 3101 or BADM 3750; Open to juniors or higher.* Consideration in depth of the product and price variables as elements of marketing strategy and tactics. Emphasis will be placed on conceptual as well as decision-making aspects. The roles of technology, social change, innovation and creativity are included in the treatment of product. Institutional, behavioral, governmental and economic factors are included in the treatment of price.

**BADM 3760. Business Information Systems** *Three credits. Prerequisite: Open to juniors or higher. Not open to students who have passed or are taking OPIM 3103C.* An introduction to the information needs of managers, the structure of the information systems required to fill these needs, systems development, and business computing technology. Also covers selected management applications within the major business functions.

**BADM 4753. Advanced Professional Sales** *Three credits. Prerequisite: MKTG 3101 or BADM 3750 and BADM 3752; Open to juniors or higher* Focuses on three major issues: using current technology to maximize sales efforts' effectiveness and efficiency, introducing the concepts of Customer Relationship Management (CRM) and team selling concepts and practices. As an experiential course, its focus is on using the tools to enhance the selling process and includes such topics as: customer databases, communicating with diverse and widely distributed customers efficiently, using CRM technology, concepts of team selling and expanding on the concepts mastered in Professional Sales I. Learning tools will include: work groups, case studies, special projects and a team selling role-play

**BADM 4895. Special Topics** Credits and hours by arrangement. Prerequisite: Announced separately for each offering. Prerequisite: Open to juniors or higher; consent of the Associate Dean for Undergraduate Programs is required. With a change in content, may be repeated for credit. Topics are announced in advance for each semester.