

OUTSIDE CONCENTRATION OR MINOR IN BUSINESS
COLLEGE OF JOURNALISM AND COMMUNICATIONS

All students in the College of Journalism and Communications are required to complete either an outside concentration or an official minor as part of the 124 hours required for graduation. The outside concentration may be elected as 12 hours in one academic department or 12 hours in an approved area of study recommended by the department to meet specific career goals. In either option, nine of the 12 hours must be at the 3000 level or above, unless they are approved prerequisites. The courses required for minors are determined by the faculty of that department. To obtain a list of courses required for a minor, contact the department or college granting the minor. Students must be admitted to an upper division college to apply for a minor.

BUSINESS ADMINISTRATION MINOR (Prior to Summer B 2009)		BUSINESS ADMINISTRATION MINOR (Effective Summer B 2009)	
ACG2021C – Intro. to Financial Accounting	4 credits	ACG2021C – Intro. to Financial Accounting	4 credits
ECO2023/2013 – Micro or Macro Economics	3 credits	FIN3403 – Business Finance (ACG2021C)	4 credits
FIN3403 – Business Finance (ACG2021C)	4 credits	MAN3025 – Principles of Mgt. (Economics)	4 credits
MAN3025 – Principles of Mgt. (Economics)	4 credits	MAR3023 – Principles of Marketing (Economics)	4 credits
MAR3023 – Principles of Marketing (Economics)	4 credits	Plus two of the following:	
		BUL4310 – Legal Env. of Business	4 credits
		ECO2013 – Macroeconomics	4 credits
		ECO2023 -- Microeconomics	4 credits
TOTAL	19 credits	TOTAL	24 credits

BUSINESS AREA OUTSIDE CONCENTRATION			
COURSE #	COURSE NAME	CREDIT	PREREQUISITES
*ACG2021C	Intro. to Financial Accounting	04	Sophomore
*ACG2071	Intro. to Managerial Accounting	03	ACG2021C
BUL4310	Legal Environment of Business	04	JR/SR w/ ECO2023
CGS2531	Problem Solving Computer Software	03	None
CEN3534	Advanced PC Software Packages	03	CGS2531/equivalent
*ECO2013	Principles of Macroeconomics	03-04	None
*ECO2023	Principles of Microeconomics	03-04	None
FIN3403	Business Finance	04	ACG2021C, ECO2023
GEB3113	Principles of Entrepreneurship	04	ECO2023
GEB3035	Effective Career Mgt. in Business	04	None
GEB4117	Fundamentals of New Venture Planning	04	GEB3113, ACG2021C
ISM3004	Computing in the Business Environment	04	M/S Word, Excel, etc.
MAN3025	Principles of Management	04	SOPH w/ ECO2023
+MAN4301	Human Resource Management	04	MAN3025
MAR2290	Retail Marketing Seminar	01	None
*MAR3023	Principles of Marketing	04	ECO2023 or ECO2013
+MAR3231	Intro. to Retail Systems Management	04	ACG2021C, MAR3023
+MAR3503	Consumer Behavior	04	MAR3023, STA2023
+MAR4156	International Marketing	04	ACG2021C, MAR3023
+MAR4323	Promotion Strategy & Management	04	ACG2021C, MAR3503
+MAR4403	Sales Management	04	ACG2021C, MAR3023
RMI3011	Risk and Insurance	04	None
*SOP3004	Social Psychology	03	PSY2012
*STA2023	Intro. to Statistics 1	03	None
*STA3024	Intro. to Statistics 2	03	STA2023/equivalent

*Note: Courses used to satisfy general education requirements, pre-professional requirements or quantitative option requirements may not be used to satisfy outside concentration requirements.

+Note: Advance registration limited.

Revised August 2009 - ss