

# BUSINESS MINORS

Department Website: Business Minors (<https://www.gonzaga.edu/school-of-business-administration/undergraduate/business-minors/>)

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## Analytical Finance

### Available to non-business students only.

The minor in analytical finance is intended for students with a secondary interest in either general corporate finance or investments. This field of study may be particularly useful to two groups of students: 1) mathematics majors interested in actuarial science careers and 2) those interested in a more finance-oriented minor than the general business minor program offers. Completion of ACCT 260 Principles of Accounting I, ECON 201 Microeconomics, and one three-credit course in statistics with a minimum GPA of 2.00 and no lower than a C- in any one class is required to enroll in upper division courses required in the minor.

## Program Requirements

Code	Title	Hours
<b>Lower Division</b>		
ACCT 260	Principles of Accounting I	3
ACCT 261	Principles of Accounting II	3
ECON 201	Microeconomics	3
ECON 202	Macroeconomics	3
MATH 114	Mathematical Analysis for Business	3
or MATH 157	Calculus and Analytic Geometry I	
BUSN 230	Business Statistics	3
or MATH 321	Statistics for Experimentalist	
<b>Upper Division</b>		
BFIN 320	Principles of Finance	3
BFIN 322	Intermediate Finance	3
BFIN 422	Investment Analysis	3
<b>Total Hours</b>		<b>27</b>

## Digital Marketing Minor

Available to all students.

## Program Requirements

Digital marketing is the present and future of marketing. Students with digital marketing knowledge and skills are well-positioned to succeed

in modern marketing and e-commerce careers. The minor is designed to develop skills in content marketing, social media marketing, search engine optimization, web analytics, mobile marketing, app development, and more. This minor pairs particularly well with business concentrations in marketing, MIS, and entrepreneurship. Students majoring in fields such as integrated media, public relations, communications, computer science, journalism, English, art, and psychology might also find the minor helpful in their professional pursuits.

Code	Title	Hours
<b>Lower Division</b>		
BMIS 245	Technical Foundations of Digital Marketing	3
MKTG 310	Principles of Marketing	3
BMIS 443	Techniques for Web and Mobile-based Business	3
MKTG 402	Marketing Communications	3
MKTG 410	Digital Marketing	3
Select one of the following:		3
MKTG 330	Marketing Research	
MKTG 420	Data Visualization	
MKTG 421	Business Analytics	
INMD 360	Media Law	3
or BMIS 331	Problem Solving and Program Techniques	
Select one of the following:		3
MKTG 318	Social Media Marketing	
MKTG 319	Content Marketing	
MKTG 411	Digital Advertising	
<b>Total Hours</b>		<b>24</b>

**Note:** All upper division MKTG courses require a prerequisite of MKTG 310 Principles of Marketing.

## Economics Minor

Available to all students.

## Program Requirements

Code	Title	Hours
<b>Lower Division</b>		
ECON 201	Microeconomics	3
ECON 202	Macroeconomics	3
<b>Upper Division</b>		
ECON 302	Intermediate Macroeconomics	3
Select two of the following:		6
ECON 301	Intermediate Microeconomics	
ECON 320-340	Applied Microeconomics courses	
Any upper division ECON elective		3
<b>Total Hours</b>		<b>18</b>

## Engineering Technologies Minor

Available to non-business students.

## Minor in Business for Engineering Technologies

### Program Requirements

This minor is designed for engineering students (at present, students in the civil engineering and engineering management disciplines) at the

undergraduate level. It recognizes the career skills employers are looking for in engineers pursuing engineering and construction management roles.

Code	Title	Hours
<b>Required Courses</b>		
ECON 200	Economic Analysis	3
MATH 321	Statistics for Experimentalist	3
ACCT 263	Accounting Analysis	3
BFIN 320	Principles of Finance	3
BUSN 283	Business Law	3
<b>Electives</b>		
Select two of the following:		6
MKTG 310	Principles of Marketing	
ECON 324	Economics of Environmental Protection	
OPER 340	Operations Management	
MGMT 350	Principles of Management	
ENSC 405	Engineering Project Management	
BENT 490	Creativity, Innovation, and Entrepreneurship	
<b>Total Hours</b>		<b>21</b>

## Entrepreneurship and Innovation Minor

Available to non-business students only.

### Program Requirements

Any non-business student can earn a Minor in Entrepreneurship and Innovation through a curriculum incorporating fundamentals of business and entrepreneurial subjects. From idea generation, and opportunity seeking behavior, the program takes students through the entrepreneurial process and provides a body of thought which may compliment their major studies.

Code	Title	Hours
<b>Lower Division</b>		
ACCT 260	Principles of Accounting I	3
or ACCT 263	Accounting Analysis	
ECON 200	Economic Analysis	3
or ECON 201	Microeconomics	
<b>Upper Division</b>		
BENT 490	Creativity, Innovation, and Entrepreneurship	3
BENT 491	Creating New Ventures	3
BENT 492	Technology Entrepreneurship	3
or BENT 493	Social Entrepreneurship	
Select one of the following:		3
BMIS 443	Techniques for Web and Mobile-based Business	
BUSN 470	Multidisciplinary Act Projects	
BUSN 491	Directed Study	
BUSN 494	Small Business Consulting	
<b>Total Hours</b>		<b>18</b>

## General Business Minor

Available to non-business students only.

### Program Requirements

Completion of ACCT 260 Principles of Accounting I-ACCT 261 Principles of Accounting II (or ACCT 263 Accounting Analysis), ECON 201 Microeconomics-ECON 202 Macroeconomics (or ECON 200 Economic Analysis) and one three-credit course in statistics with a minimum average GPA of 2.00 and a grade no lower than C- in any one class, must be earned to complete the minor program.

Code	Title	Hours
<b>Lower Division</b>		
BUSN 111	Business Computing	2
Select one of the following combinations:		3-6
ACCT 263	Accounting Analysis	
ACCT 260	Principles of Accounting I	
& ACCT 261	and Principles of Accounting II	
Select one of the following combinations:		3-6
ECON 200	Economic Analysis	
ECON 201	Microeconomics	
& ECON 202	and Macroeconomics	
BUSN 230	Business Statistics	3
or MATH 321	Statistics for Experimentalist	
<b>Upper Division</b>		
MKTG 310	Principles of Marketing	3
BFIN 320	Principles of Finance	3
MGMT 350	Principles of Management	3
<b>Electives</b>		<b>0-6</b>
BMIS 235	Management Information Systems	
BUSN 283	Business Law	
OPER 340	Operations Management	
<b>Total Hours</b>		<b>20-32</b>

## Human Resource Management Minor

Available to non-business students only.

### Program Requirements

This minor is designed for non-Business and non-Accounting majors. The minor helps students learn how to manage their own careers and help others succeed in the workplace.

Code	Title	Hours
<b>Lower Division</b>		
Select one of the following:		3
BUSN 230	Business Statistics	
SOCI 202	Statistics for Social Science	
PSYC 202	Statistics for Psychology	
MATH 121	Introductory Statistics	
MATH 321	Statistics for Experimentalist	
<b>Upper Division</b>		
MGMT 350	Principles of Management	3
MGMT 400	Recruitment and Selection	3
MGMT 405	Compensation and Performance Appraisal	3
MGMT 410	Training and Organizational Development	3

MGMT 415	Employment Law and Labor Relations	3
<b>Total Hours</b>		<b>18</b>

## Management Information Systems Minor

### Available to non-business students only.

The world has moved into the information age. Information technology and its applications affect every walk of life by improving the productivity of individuals. As a result, social, economic, and organizational structures change rapidly. The minor in management information systems is intended for all non-business students, especially those in computer science and engineering degree programs, to have a basic understanding of how business operates and how information systems affect today's organizations.

## Program Requirements

Code	Title	Hours
<b>Lower Division</b>		
BUSN 111	Business Computing <sup>1</sup>	2
BMIS 235	Management Information Systems <sup>2</sup>	3
<b>Upper Division</b>		
BMIS 331	Problem Solving and Program Techniques	3
BMIS 342	Data Analytics for Business	3
BMIS 441	Data Base Management	3
BMIS 444	Information System Analysis and Design	3
<b>Total Hours</b>		<b>17</b>

<sup>1</sup> BUSN 111 Business Computing may be waived in some cases. See the Associate Dean for more information.

<sup>2</sup> BUSN 111 Business Computing is a prerequisite for BMIS 235 Management Information Systems.

## Promotion Minor

### Available to non-business students only.

The minor in promotion is offered to non-business majors. The focus is how to communicate effectively and efficiently through a variety of methods with any target audience. Students must complete three required courses as well as three courses from the approved elective courses listed below.

## Program Requirements

Code	Title	Hours
<b>Required Courses</b>		
MKTG 310	Principles of Marketing	3
MKTG 315	Consumer Behavior	3
MKTG 402	Marketing Communications	3
<b>Approved Elective Courses</b>		
Select nine credits from the following:		9
MKTG 318	Social Media Marketing	
MKTG 319	Content Marketing	
MKTG 342	Graphic Design	
MKTG 410	Digital Marketing	
MKTG 411	Digital Advertising	
MKTG 418	Personal Selling	
MKTG 490	Promotion Project <sup>1</sup>	

PRLS 310	Writing for Public Relations	
PRLS 460	Public Relations Campaign	
<b>Total Hours</b>		<b>18</b>

<sup>1</sup> With marketing faculty approval

Students desiring to pursue this minor should meet with a School of Business advisor early in their program to ensure development of a course sequencing plan. MKTG 310 Principles of Marketing is a prerequisite for most other marketing courses. MKTG 315 Consumer Behavior is a prerequisite for MKTG 402 Marketing Communications.

## Sustainable Business Minor

### Available to all students.

This minor is designed primarily for business majors who want to learn more about environmental issues, but the minor would be available to anyone at Gonzaga University.

Students earning a Sustainable Business minor would be required to take courses from both the School of Business Administration and the Environmental Studies Department within the College of Arts & Sciences. The intention is to have these courses work together across disciplines to give students the necessary background in both business and environmental studies.

Students desiring to pursue this minor should meet with a School of Business advisor early in their program to ensure development of a course sequencing plan. The Upper Division Elective cannot double count for both a student's major and the Sustainable Business Minor. For example, if ENVS 358 Environmental Ethics is taken for the Environmental Studies major, it cannot also count for the Sustainable Business minor. For students with majors in Business, Accounting, and Economics, no upper division courses can double count between their major and the Sustainable Business minor.

## Program Requirements

Code	Title	Hours
<b>Lower Division</b>		
ENVS 101	Introduction to Environmental Studies	3
Select one of the following:		4
ENVS 103 & 103L	Environmental Biology and Environmental Biology Lab	
ENVS 104 & 104L	Environmental Chemistry and Environmental Chemistry Lab	
ENVS 200	Case Studies in Environmental Science	4
ECON 201	Microeconomics	3
<b>Upper Division</b>		
BENT 493	Social Entrepreneurship	3
BUSN 430	Sustainable Business	3
ECON 324	Economics of Environmental Protection	3
Select one of the following:		3
ENVS 321	Ecological Thought and Politics	
ENVS 326	Environmental Sociology	
ENVS 352	Environmental Law and Policy	
ENVS 353	Environmental History	

ENVS 358	Environmental Ethics	
ENVS 381	Ethics of Eating	
Total Hours		26