Minors - Business & Economics
Which Minor Best Suits your Major and Career Path?

Business Law (18 Units)
Required Courses:
- BLAW 280 – Business Law I
- BLAW 308 – Business Law II
- BLAW 368 – Law, Business & Ethics

Students must successfully complete 9 additional units of Upper Division Business Law courses.

THE BUSINESS LAW MINOR prepares students to analyze complex problems, think critically, and communicate effectively while learning the legal principles pertinent to making business decisions.

Economics (18 Units)
Required Courses:
- ECON 160 – Principles of Microeconomics
- ECON 161 – Principles of Macroeconomics
- ECON 310* – Price Theory & Applications

Students must successfully complete 9 additional units from any 300- or 400-level Economics course (except ECON 300 or 498)

*ECON 310 with a grade of “C” or better is a prerequisite for 400-level Economics courses

THE ECONOMICS MINOR presents concepts that support the understanding of consumer behavior and business decisions. Students learn how individual industries function and gain an understanding of how the market economy functions as a whole.

Finance (21 Units)
Required Courses:
- ECON 160 – Principles of Microeconomics (or ECON 300)
- ACCT 220 – Introduction to Financial Accounting
- SOM 120 – Basic Business Statistics (or MATH 140)
- FIN 303 – Financial Management (with a grade of “C” or better)
- FIN 352 – Investments I

Each student must select two other Upper-Division 3-unit Finance courses (excluding FIN 302).

The Finance minor is impacted. Students must have completed at least 60 units and have a transcript GPA of 2.6 or higher.

THE FINANCE MINOR teaches students the basics of finance, accounting and economics expected for someone pursuing employment in finance or management. Students learn basic financial decision-making; applications of financial accounting; how to make investment decisions; and how financial markets and institutions work.

Information Systems (18 Units)
Required Courses:
- COMP 100 – Computers: Their Impact & Use
- IS 312** – Information Systems for Business
- IS 431 – Systems Analysis & Design
- IS 435 – Business Data Communications & Networking
- IS 441 – Database Management Systems
- IS 451 – Systems Development Project

*(ACCT 220 is a prerequisite for IS 312)

THE INFORMATION SYSTEMS MINOR centers on the effective use of information technology – computers and telecommunication networks – to support management decision-making and corporate strategy, in addition to providing all necessary operational level support for an organization.
**Management (18 Units)**

MKT 100 – Conceptual Foundations of American Enterprise

MGT 360 – MGT. & Organizational Behavior

MGT 370 – Management Skills Development

MGT 380 – Employment Practices

Students must successfully complete **two of the following courses** (6 units):

- MGT 450, MGT 454, MGT 456, MGT 458, MGT 460, MGT 462, MGT 464, MGT 466, MGT 498C, MGT 499

**Human Resource Management (18 Units)**

MGT 360 – Management & Organizational Behavior

MGT 370 – Management Skills Development

MGT 380 – Employment Practices

PSY 356 – Industrial & Organizational Psychology

MGT 460 – Strategic Human Resource Management

Students must successfully complete **one of the following courses** (3 units):

- MGT 450, MGT 454, MGT 456, MGT 466, MGT 498C, MGT 499

**Marketing (18 Units)**

ECON 160 – Principles of Microeconomics or ECON 300

MKT 100* – Conceptual Foundations of American Enterprise

*Business majors can substitute BUS 302

MKT 304 – Marketing Management

MKT 348 – Consumer Behavior

Students must successfully complete **two of the following courses** (6 units):

- BLAW 430, BUS 491, ECON 307, ECON 309, FCS 324, MKT 346, MKT 350, MKT 356, MKT 440, MKT 441, MKT 442, MKT 443, MKT 445, MKT 447, MKT 448, MKT 459

**Interactive Marketing (21 Units)**

COMING FALL 2014

ECON 160 – Principles of Microeconomics

MKT 100* – Conceptual Foundations of American Enterprise

*Business majors can substitute BUS 302

MKT 304 – Marketing Management

MKT 350 – Consumer Information in the Digital Age

MKT 356 – Marketing Metrics and Insights

MKT 448 – Internet Marketing

MKT 459 – Social Media Marketing

**Quality Management and Assurance (18 units)**

MKT 100 – Conceptual Foundations of American Enterprise

SOM 120 – Basic Business Statistics (or MATH 140)

SOM 306 – Operations Management

SOM 467 – Quality Management & Control

Students must successfully complete **any two of the following courses** (6 units):

- PSY 150, SOM 391, SOM 416, SOM 466, SOM 468, MKT 304

**THE MANAGEMENT AND HUMAN RESOURCE MANAGEMENT MINORS** encompass the processes, skills, and techniques necessary to accomplish organizational goals with and through other people. These include such primary functions as planning, organizing, leading, staffing and controlling. The manager’s responsibility is to carry out these functions effectively and efficiently while balancing the needs of customers, employees, owners, and other organizational members.

**THE MARKETING MINOR** offers students specific tools in managing production and product development, distribution, and all forms of communicating with customers. **THE INTERACTIVE MARKETING MINOR** allows non-marketing majors the opportunity to pursue secondary interests in marketing.

**THE QUALITY MANAGEMENT AND ASSURANCE MINOR** is appropriate for both service and manufacturing organizations. Skills are useful for careers in a variety of industries, such as: aerospace, electronics, automotive, healthcare, airlines, transportation, process industries, manufacturing, insurance, banking, government, education and recreation.

**COLLEGE OF BUSINESS AND ECONOMICS**

**OFFICE OF THE ASSOCIATE DEAN**

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