

## Business Minors

Minors: Business  
e-Business  
Department: Marketing & Economics  
Building 53, Room 133  
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<http://uwf.edu/market>  
market@uwf.edu  
College: Business

Course descriptions are listed alphabetically by prefix in the back of this *Catalog*.

### Business Minor (18-24 sh)

The Business Minor is designed to provide the non-business major with professional skills necessary for positions in business and industry. The curriculum is conceived as a broad introduction to several areas of business. Business majors may not earn this minor.

The Business Minor requires a minimum of 18 sh of course work. At least 12 sh must be upper-level courses and 9 sh of those must be completed at UWF. All courses must be completed with a grade of "C" or higher. Students should complete MAC 1105, STA 2023, and any computer literacy course before enrolling in required courses.

ACG	3082	Accounting for Non-Majors	3
		or both ACG 2021 & 2071-6 sh	
ECO	3003	Principles of Economic Theory and Public Policy	3
		or both ECO 2013 & 2023-6 sh	
FIN	3403	Managerial Finance	3
MAN	3025	Management Fundamentals	3
MAR	3023	Marketing Fundamentals	3
		3000/4000 level Business elective	3

If a student completes equivalent work at the lower division level, the student must select upper-level business electives in the area of interest to complete the required 12 sh of upper-level work.

### e-Business Minor (15 sh)

Distinct from any of the functional areas that support technology and business, the e-Business Minor is an interdisciplinary undergraduate program consisting of one foundation course and four electives. It is intended to provide a solid foundation for those interested in pursuing opportunities in businesses that have already joined the e-Business revolution, as well as in businesses that are attempting to define the appropriate role of e-Business in their organizations. The e-Business Minor is open to all students who meet the requirements to enroll in ISM 3011, the first course in the e-Business Minor sequence. All courses must be completed with a grade of "C" or better.

ISM	3011	e-Business Systems Fundamentals	3
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*Choose four:*

(Students should carefully review prerequisites before selecting courses)

ACG	4411	AIS Special Topics	3
CIS	4340	Software Methods for Remote Databases	3
COP	2253	Programming Using Java	3
COP	3813	Internet Programming	3
ECP	3409	Internet Economics	3

GEB	4134	Advanced e-Business: Business-to-Consumer	3
GEB	4135	Advanced e-Business: Business-to-Business	3
ISM	3235	Business Development Environments	3
ISM	4481	Knowledge Management for e-Business	3
MAR	4721	Internet Marketing Principles	3
MAR	4728	High Tech Product Marketing Strategy	3
MAR	4880	Internet Marketing Management	3
<i>May include either of:</i>			
CGS	3283	Networking Principles	3
ISM	4483	e-Business Infrastructure Management	3