

BUSINESS MINORS

Minors: Business
e-Business
Department: Marketing & Economics
Building 53, Room 133
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College: Business

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 Policy3 or both ECO 2013 & 2023-6 sh
FIN 3403	Managerial Finance3
MAN 3025	Management Fundamentals3
MAR 3023	Marketing Fundamentals3
	3000/4000 level Business elective3

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 (18 sh)

Distinct from any of the functional areas that support technology and business, the e-Business Minor is an interdisciplinary undergraduate program consisting of two foundation courses 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.

CGS 2570	Personal Computer Applications3
ISM 3011	e-Business Systems Fundamentals.....3

Choose four:

(Students should carefully review prerequisites before selecting courses)

ACG 4411	AIS Special Topics3
CIS 4340	Software Methods for Remote Databases3
COP 2253	Programming Using Java.....3
COP 3813	Internet Programming3
ISM 3235	Business Development Environments3
ISM 4481	Knowledge Management for e-Business3
MAR 4721	Internet Marketing Principles3
MAR 4728	High Tech Product Marketing Strategy.....3
MAR 4880	Internet Marketing Management3

May include either of:

CGS 3283	Networking Principles.....3
ISM 4483	e-Business Infrastructure Management3