Naveen Jindal School of Management

Minors

Students must take a minimum of 18 semester credit hours for the minor, 12 of which must be upper-division semester credit hours. Students who take a minor will be expected to meet the normal prerequisites in courses making up the minor, and should maintain a minimum GPA of 2.000 on a 4.00 scale (C average). Semester credit hours may not be used to satisfy both the major and minor requirements; however, free elective hours or major preparatory classes may be used to satisfy the minor. The minors in the Naveen Jindal School of Management are the following:

- Accounting
- Business Administration
- Business Intelligence and Analytics
- Enterprise Systems
- Finance
- Innovation and Entrepreneurship
- Marketing
- Organizational Behavior

Minor in Accounting: 18 semester credit hours

- ACCT 2301 Introductory Financial Accounting
- ACCT 2302 Introductory Management Accounting
- ACCT 3331 Intermediate Financial Accounting I
- ACCT 3350 Fundamentals of Taxation
- ACCT 4342 Analysis and Design of Accounting Systems

And one elective must be upper-division (ACCT 3XXX or 4XXX - an Accounting course)

All other prerequisites should be met.

Minor in Business Administration: 18 semester credit hours

- OBHR 3310 Organizational Behavior
- MKT 3300 Principles of Marketing
*BCOM 3310* Business Communication

*MIS 3300* Introduction to Management Information Systems

And an additional 6 semester credit hours of upper-division JSOM coursework as approved by the program director (students may not double count courses for both their major and their minor; thus, additional electives may need to be added).

All other prerequisites should be met.

**Minor in Business Intelligence and Analytics: 18 semester credit hours**

*STAT 3360* Probability and Statistics for Management and Economics

*MIS 4300* Database Fundamentals

or *CS 4347* Database Systems

*MIS 4350* Introduction to Business Intelligence and Data Mining

*MIS 4351* Enterprise Data Warehouses

*MIS 4352* Introduction to Web Analytics

*MKT 4330* Digital and Internet Marketing

Students pursuing this minor should be proficient in MS Excel and MS Access. The course prerequisite of *MIS 3300* will be exempt. All other prerequisites should be met.

**Minor in Enterprise Systems: 18 semester credit hours**

*ACCT 2301* Introductory Financial Accounting

*MIS 4300* Database Fundamentals

or *CS 4347* Database Systems

*MIS 4340* Enterprise Resource Planning

And an additional 9 semester credit hours to be selected from:

*MIS 4330* Systems Analysis and Design

or *CS 4376* Object-Oriented Programming Systems

*MIS 4351* Enterprise Data Warehouses

*OPRE 4320* Integrated SCM Information Systems

*ACCT 3322* Integrated Accounting Information Systems

Students completing the Enterprise Systems minor will be eligible to participate in SAP Business One and/or TERP 10 certification programs. Students pursuing this minor should be proficient in MS Excel and MS Access. The course prerequisite of **MIS 3300** will be exempt. All other prerequisites should be met.

**Minor in Finance: 18 semester credit hours**

**ACCT 2301** Introductory Financial Accounting  
**FIN 3320** Business Finance  
**FIN 3390** Introduction to Financial Modeling  
And an additional 9 semester credit hours to be selected from upper-division finance courses listed as options under the finance degree.  
All other prerequisites should be met.

**Minor in Innovation and Entrepreneurship: 18 semester credit hours**

**MKT 3300** Principles of Marketing  
**ENTP 3301** Entrepreneurship  
And 9 semester credit hours to be selected from:  
**ENTP 3360** Entrepreneurial Finance  
or **FIN 3360** Entrepreneurial Finance  
**ENTP 4311** Entrepreneurial Strategy and Business Models  
**ENTP 4320** Small Business Management  
or **ENTP 4350** Corporate Entrepreneurship  
With an additional 3 semester credit hours to be selected from the remaining ENTP courses not previously taken:  
**ENTP 3320** Start-up Launch I  
or **ENTP 3321** Start-up Launch II  
**ENTP 4340** Social Entrepreneurship  
**ENTP 4360** Innovation and Creativity  
or **ENTP 4V90** Innovation and Entrepreneurship Internship  
All other prerequisites should be met.
Minor in Marketing: 18 semester credit hours

- **MKT 3300** Principles of Marketing
- **MKT 3340** Marketing Research
- **MKT 3320** Product and Brand Management
- **MKT 3330** Introduction to Professional Selling

with an additional 6 semester credit hours to be selected from:

- **MKT 4380** Capstone Course in Marketing
- **MKT 4331** Digital Prospecting
- **MKT 4332** Advanced Personal Selling
- **MKT 4V90** Marketing Internship
- **MKT 4350** Advertising
- **MKT 4340** Consumer Behavior
  
or **MKT 4V83** Individual Study in Marketing

All other prerequisites should be met.

Minor in Organizational Behavior/Human Resource Management: 18 semester credit hours

- **OBHR 3310** Organizational Behavior
- **OBHR 3311** Principles of Management
- **OBHR 3330** Introduction to Human Resource Management
- **OBHR 4350** Introduction to Leading and Managing
- **OBHR 4360** Applied Organizational Behavior and Leadership

with an addition 3 semester credit hours of upper-division OBHR coursework as approved by the program director (students may not double count courses for both their major and their minor; thus, additional electives may need to be added).

All other prerequisites should be met.