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

**MIS 4342** Analysis and Design of Accounting 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.

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