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.