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 semester credit 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
- Energy Management
- Finance
- Information Technology and Systems
- Innovation and Entrepreneurship
- Insurance
- Marketing
- Organizational Behavior/Human Resources Management

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 (an Accounting course from the 3000 or 4000 level courses)

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  
**ITSS 3300** Information Technology for Business

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  
or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty  
**ITSS 4300** Database Fundamentals  
or **CS 4347** Database Systems  
**ITSS 4351** Foundations of Business Intelligence  
**ITSS 4352** Introduction to Web Analytics  
**ITSS 4353** Business Analytics  
Also choose one course from the following:  
**ITSS 4354** Advanced Big Data Analytics  
**ITSS 4355** Data Visualization

All other prerequisites should be met.

**Minor in Energy Management: 18 semester credit hours**

**MECO 3300** or **ENGY 3300** Introduction to Energy Technology  
**FIN 4313** or **ENGY 4313** Energy Finance  
**MECO 3330** or **ENGY 3330** Energy Economics  
**MECO 4300** or **ENGY 4300** Energy Land Management

MKT 3340 Marketing Research
Also choose one course from the following:
OPRE 4330 Logistics and Inventory Management
MECO 4342 Financial and Business Negotiation Analysis
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 Information Technology and Systems: 18 semester credit hours
ITSS 3312 Object-Oriented Programming
ITSS 4300 Database Fundamentals
ITSS 4330 Systems Analysis and Design
ITSS 4351 Foundations of Business Intelligence
ITSS 4360 Network and Information Security
ITSS 4370 Information Technology Infrastructure Management
All other prerequisites should be met.

Minor in Innovation and Entrepreneurship: 18 semester credit hours
MKT 3300 Principles of Marketing
ENTP 3301 Innovation and 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 4330 Entrepreneurial Marketing
ENTP 4340 Social Entrepreneurship
ENTP 4360 Innovation and Creativity
ENTP 4V00 Special Topics in Entrepreneurship
or ENTP 4V90 Innovation and Entrepreneurship Internship

All other prerequisites should be met.

Minor in Insurance: 18 semester credit hours

Choose six courses from the following:

RMIS 3370 or FIN 3370 Principles of Risk Management and Insurance
RMIS 4331 Business Liability Risk Management and Insurance
RMIS 4332 Commercial Property Risk Management and Insurance
RMIS 4333 Overview of Enterprise Risk Management
RMIS 4334 Insurance Law and Contracts
FIN 3330 Personal Financial Planning
FIN 3305 or REAL 3305 Real Estate Principles
MKT 3340 Marketing Research

All other prerequisites should be met.

Minor in Marketing: 18 semester credit hours

MKT 3300 Principles of Marketing
MKT 3340 Marketing Research
MKT 3330 Introduction to Professional Selling
MKT 4330 Digital and Internet Marketing

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 4335 Category Buying
MKT 4336 E-Retailing
MKT 4337 Marketing Analytics
MKT 4338 Marketing Content Creation
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 Capstone in Organizational Behavior

With an additional 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.