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.

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**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.

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