BUSINESS AND THE LIBERAL ARTS, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description
This minor offers fundamental courses in business, the opportunity for more advanced business courses, and Liberal Arts coursework emphasizing entrepreneurship, ethics, and a range of perspectives on business.

What is Business and the Liberal Arts?
This minor offers fundamental courses in business, the opportunity for more advanced business courses, and Liberal Arts coursework emphasizing entrepreneurship, ethics, and a range of perspectives on business. All students take a course on Business and the Liberal Arts co-taught by alumni, along with a course on Leadership, and have a reasonable degree of flexibility in remaining courses.

You Might Like This Program If...
You want to mix business courses with Liberal Arts courses to acquire core knowledge and quantitative skills that are invaluable assets for success in the business professions. Companies will favor liberal arts majors with a business minor because you have the business expertise through your minor, but there's an added bonus: your major likely provided you with communication skills, worldly knowledge, cultural awareness, or expertise in government/politics—all things beneficial for an organization.

Program Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Requirements for the Minor</td>
<td>25</td>
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</tbody>
</table>

Requirements for the Minor
Students pursuing the Minor in Business and the Liberal Arts are encouraged to use ENGL 202D to satisfy their English 202 requirement. ECON 102 is a required prerequisite for some of the business courses.

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Prescribed Courses</td>
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<tr>
<td>Prescribed Courses: Require a grade of C or better</td>
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<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>BA 301</td>
<td>Finance</td>
<td>3</td>
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<tr>
<td>LA 202</td>
<td>Innovation and Entrepreneurship in the Liberal Arts</td>
<td>3</td>
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<tr>
<td>PHIL 119</td>
<td>Ethical Leadership</td>
<td>3</td>
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<tr>
<td>Additional Courses</td>
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<tr>
<td>Additional Courses: Require a grade of C or better</td>
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<tr>
<td>Select 6 credits of the following:</td>
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<td>6</td>
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<tr>
<td>BA 302</td>
<td>Supply Chains</td>
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</tbody>
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or SCM 301  Supply Chain Management
BA 303  Marketing
or MKTG 221 Contemporary American Marketing
or MKTG 301 Principles of Marketing
BA 304  Management and Organization
or MGMT 10 Survey of Management
or MGMT 30 Basic Management Concepts
BLAW 243  Legal Environment of Business
or BA 243  Social, Legal, and Ethical Environment of Business
COMM 385  Media Programming Strategies
COMM 424  Advertising Campaigns
COMM 473  Public Relations Campaigns
COMM 493  Entrepreneurship in the Information Age
IB 303  International Business Operations
LA 495  Undergraduate Field Experience or Practicum
LER 100  Introduction to Labor and Human Resources
LER 201  Employment Relationship: Law and Policy
MGMT 425  New Venture Creation
MGMT 426  Invention Commercialization
MKTG 302  Marketing Techniques for Electronic Commerce
MKTG 310  Public Relations and Marketing
MKTG 327  Retailing
MKTG 330  Consumer Behavior
MKTG 342  Marketing Research
Select 6 credits of the following:

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>CAS 403</td>
<td>Interpersonal Communication Theory and Research</td>
<td></td>
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<tr>
<td>CAS 404</td>
<td>Conflict Resolution and Negotiation</td>
<td></td>
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<tr>
<td>CAS 470</td>
<td>Nonverbal Communication</td>
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<tr>
<td>CAS 475</td>
<td>Studies in Public Address</td>
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<tr>
<td>CAS 426W</td>
<td>Communication Ethics</td>
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<tr>
<td>CAS 450W</td>
<td>Group Communication Theory and Research</td>
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<tr>
<td>CAS 452</td>
<td>Organizational Communication Theory and Research</td>
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<tr>
<td>CAS 452W</td>
<td>Organizational Communication Theory and Research</td>
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<tr>
<td>CRIM 467</td>
<td>Law and Society</td>
<td></td>
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<tr>
<td>CRIMJ 460</td>
<td>History and Function of Criminal Justice Components</td>
<td></td>
</tr>
<tr>
<td>CRIMJ 467</td>
<td>Law and Society</td>
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<tr>
<td>ECON 402</td>
<td>Decision Making and Strategy in Economics</td>
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<td>ECON 410</td>
<td>Economics of Labor Markets</td>
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<td>ECON 428</td>
<td>Environmental Economics</td>
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<tr>
<td>ECON 433</td>
<td>Advanced International Trade Theory and Policy</td>
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<tr>
<td>ECON 434</td>
<td>International Finance and Open Economy Macroeconomics</td>
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<tr>
<td>ECON 442</td>
<td>Managerial Economics</td>
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<tr>
<td>ECON 443</td>
<td>Economics of Law and Regulation</td>
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<td>ECON 444</td>
<td>Economics of the Corporation</td>
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<tr>
<td>ECON 445</td>
<td>Health Economics</td>
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</tbody>
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ECON 463 Economic Demography
ECON 471 Growth and Development
ENGL 419 Advanced Business Writing
ENGL 460 Business and Literature
FR 409 Commercial and Technical Translation
GER 308
GER 408 Advanced German Business Communications
HIST 445 The Emergence of Modern America
HIST 446 America Between the Wars
HIST 447 Recent American History
HIST 453 American Environmental History
HIST 458Y History of Work in America
HIST 475Y The Making and Emergence of Modern India
HIST 481 Modern Japan Since 1800
HIST 486 China in Revolution
JAPNS 403Y Level Four Japanese A
JAPNS 404 Level Four Japanese B
LER 400 Comparative Employment Relations Systems
LER 401 The Law of Labor-Management Relations
LER 424 Employment Compensation
LER 425 Employee Benefits
LER 426 Staffing and Training Strategies in Organizations
LER 434 Advanced Collective Bargaining and Contract Administration
LER 437 Workplace Dispute Resolution
LER 444 Workplace Safety and Health: Principles and Practices
LER 458Y History of Work in America
LER 460 Ethics in the Workplace
LER 464 Communication Skills for Leaders in Groups and Organizations
LER 465 Collective Decision Making
PHIL 406 Seminar in Business Ethics
PHIL 418 Ethics
PHIL 432 Medical and Health Care Ethics
PLSC 412 International Political Economy
PLSC 419 The Bureaucratic State
PLSC 426 Political Parties and Interest Groups
PLSC 440 Globalization and Its Implications
PLSC 444 Government and the Economy
PLSC 445Y Politics of Affirmative Action
PLSC 474 Civil Liberties and Due Process
PSYCH 482 Selection and Assessment in Organizations
PSYCH 484 Work Attitudes and Motivation
PSYCH 485 Leadership in Work Settings
SOC 420
SOC 422 World Population Diversity
SPAN 412 Translation
SPAN 413 Interpretation
SPAN 420 Spanish for Business and International Trade
WMNST 420
WMNST 472 Work-Life Practices and Policies

Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of-class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy)

University Park
Liberal Arts Academic Advising
814-865-2545
http://starfish.psu.edu
http://www.la.psu.edu/current-students/undergraduate-students/education/majors-and-minors

Wilkes-Barre
Theresa Clemente
Program Coordinator, Business
PO Box 264
Lehman, PA 18627
570-675-9293
tmc12@psu.edu

Career Paths
The business minor offers you an excellent opportunity to complement your major program of study and expand your employment and career opportunities upon graduation. Common majors with this minor include Recreation Tourism Management, majors in the College of Communications, Liberal Arts majors such as Economics and Labor Employment Relations.

Careers
• Financial Analysts
• Human Resources Managers
• Personal Financial Advisors
• Management Analysts
• Banking
• Education
• Accounting
• Finance
• Marketing

Contact
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202 Pond Lab
University Park, PA 16802
814-865-4597