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

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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>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<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>
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<tr>
<td>BA 301</td>
<td>Finance</td>
<td>3</td>
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<td>LA 202</td>
<td>Innovation and Entrepreneurship in the Liberal Arts</td>
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<td>PHIL 119</td>
<td>Ethical Leadership</td>
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Additional Courses: Require a grade of C or better
Select 6 credits of the following:

- BA 302 Supply Chain Management
- 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:

- CAS 403 Interpersonal Communication Theory and Research
- CAS 404 Conflict Resolution and Negotiation
- CAS 470 Nonverbal Communication
- CAS 475 Studies in Public Address
- CAS 426W Communication Ethics
- CAS 450W Group Communication Theory and Research
- CAS 452 Organizational Communication Theory and Research
- CAS 452W Organizational Communication Theory and Research
- CAS 471 Intercultural Communication Theory and Research
- CRIM 467 Law and Society
- CRIMJ 460 History and Function of Criminal Justice Components
- CRIMJ 467 Law and Society
- ECON 402 Decision Making and Strategy in Economics
- ECON 410 Economics of Labor Markets
- ECON 428 Environmental Economics
- ECON 433 Advanced International Trade Theory and Policy
- ECON 434 International Finance and Open Economy Macroeconomics
- ECON 442 Managerial Economics
- ECON 443 Economics of Law and Regulation
- ECON 444 Economics of the Corporation
- ECON 445 Health Economics
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
Use the Liberal Arts Majors and Minors web page (https://www.la.psu.edu/current-students/undergraduate-students/education/majors-and-minors/) to see the contact information for the specific adviser(s) of this program

Wilkes-Barre
Theresa Clemente
Program Coordinator, Business
44 University Drive
Dallas, PA 18612
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
University Park
DEPARTMENT OF POLITICAL SCIENCE
202 Pond Lab
University Park, PA 16802