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

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.

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: 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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<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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Additional Courses: Require a grade of C or better
Select 6 credits of the following:

BA 302  Supply Chains  6

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

or SCM 301  Supply Chain Management
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
University Park
DEPARTMENT OF POLITICAL SCIENCE
202 Pond Lab
University Park, PA 16802
814-865-4597
http://www.polisci.la.psu.edu/undergraduate/advising

http://www.polisci.la.psu.edu/

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