

Olin Business School is pleased to offer a new Minor in General Business for students in Arts & Sciences, Engineering, and the Sam Fox School. The new minor is a 15-credit hour, 5-course package.

Prerequisites:

1. Calculus II (Math 132) or Calculus II for the Life, Social and Managerial Science (Math 128) or the equivalent.
2. Elementary to Intermediate Statistics (Math 2200 or 3200) or Probability & Statistics for Engineers (ESE 326) or Managerial Statistics I (QBA 120).
3. Introduction to Microeconomics (Econ 1011 formerly Econ 103B) or Microeconomics (MEC 290).

The five required courses are:

#1. Principles of Financial Accounting (B50 2610) - Provides an overview of the financial accounting and reporting process with a primary focus on analysis of economic events and their effect on major financial statements.

Choose course #2 from the following:

- **Competitive Industry Analysis (B54 380)** - Uses economics and game theory to analyze strategy and industry dynamics. Evaluates the competitive environment within industries and developing competitive strategies that are responsive to specific competitive forces facing individual firms.

Or

- **Business Strategy (B53 380)** - Develops basic tools and concepts in strategy formulation, including competitive advantage, value creation and capture, industry analysis, capability assessment, and competitive positioning.

Choose courses #3, #4, and #5 from the following five course options:

- **Capital Markets & Financial Management (B52 340)** - Examines finances of business at the aggregate level through the flow of funds framework and financial decision making in areas of liquidity management, investment management, and the selection of capital sources.
- **Principles of Marketing (B55 370)** - Introduces the fundamental principles of marketing management: analyzing market opportunities, selecting target markets, and positioning. Developing and managing the marketing mix (product, price, distribution, and promotion) within the context of the marketing environment.
- **Operations Management (B58 356)** - Introduces a variety of common operations issues that are frequently dealt with in both manufacturing and service industries.

Or you can choose one course from:

- **Managing People in Organizations (B56 320A)** - Application of managerial and behavioral concepts in organizational settings, emphasizing the integration of organizational behavior and the behavioral sciences with traditional and current concepts/practices of management.

Or

- **Organization Behavior Within The Firm (B66 360)** - Focuses on behavior at the individual, group, and organizational levels to provide a broad picture of management in organizations and builds skills in team management, organization, and communication.

Fulfilling the Business Minor:

Olin Business School offers academic minors for undergraduates in Arts & Sciences, Engineering, and the Sam Fox School. Effective August 1, 2010, Business Minors are required to:

- file a declaration to earn a Minor no later than the end of their sixth semester;
- satisfy any prerequisite for each course required;
- take all five required courses at Olin Business School. It is preferred that prerequisites be completed at Washington University. Courses taken in University College or at another university do not satisfy any of the five required courses;
- take all five required courses for grades, i.e., no Pass/Fail;
- achieve no less than a 2.0 GPA average in all Business Minor course work;
- receive permission from their academic advisor and the Olin Business School to declare a second Business Minor;
- in addition to the above, complete no less than 15 credits in Olin Business School. Courses may not be double-counted toward two business minors.