



## MINOR IN GENERAL BUSINESS

The Rawls College of Business is pleased to offer a minor (General Business), which will give non-BA students an excellent background in business. The Rawls College must maintain high quality accreditation standards including a strict enrollment management plan. Therefore, our minor programs have been consolidated to the new General Business minor. The Rawls College is confident that the implementation of the new minor will help students in the minor program more easily obtain their necessary courses. The new minor will give non BA students a very good understanding of the business function and will enhance their major field knowledge and application.



### REQUIRED COURSES

<b>ECO 2302</b>	<b>Principles of Economics II (3:3:0)</b> An introduction to modern economic society and theories of production and exchange. Emphasis upon monetary and fiscal policy and macroeconomics.	<b>3 hrs</b>
<b>BA 3301</b>	<b>Fundamentals of Marketing (3:3:0)</b> Prerequisite: ECON 2302, and a minimum 2.75 adjusted cumulative GPA. Focuses on the process of marketing products and services to consumers. Topics include marketing structures and agencies; motives and buying habits; types of middlemen, marketing institutions, and channels; current marketing practices; marketing of industrial and consumer goods. May not be used to satisfy business major degree requirements.	<b>3 hrs</b>
<b>BA 3302</b>	<b>Financial &amp; Managerial Accounting (3:3:0)</b> Prerequisite: 2.75 GPA. Concepts and terminology of accounting and financial reporting for modern business enterprises and the relationships between accounting information and business activities. Additionally, the course covers uses of accounting information for planning decisions about products and services, activities and processes, suppliers and customers, organizational subunits, and time periods as these relate to organizations in changing environments. May not be used to satisfy business major degree requirements.	<b>3 hrs</b>
<b>BA 3303</b>	<b>Foundations of Finance (3:3:0)</b> Prerequisite: 2.75 GPA and BA 3302. Basic finance survey course for non-business majors. Covers financial markets, investment banking process, interest rates, time value of money, and security valuation. May not be used to satisfy business major degree requirements.	<b>3 hrs</b>
<b>BA 3304</b>	<b>Operations Management (3:3:0)</b> Prerequisite: 2.75 GPA. Focuses on the formulation of business and operational strategies, how products and services are designed, and how products and services are produced. May not be used to satisfy business major degree requirements.	<b>3 hrs</b>
<b>BA 3305</b>	<b>Organization Management (3:3:0)</b> Prerequisite: 2.75 GPA. Focuses on the management of people and organizations. Topics include leadership; team building; motivation; organizational design; and personnel management. May not be used to satisfy business major degree requirement.	<b>3 hrs</b>

**Required- 18 Hrs**

For more information, visit [undergrad.ba.ttu.edu](http://undergrad.ba.ttu.edu)