

# BUSINESS, COMMUNICATION & THE LIBERAL ARTS MINOR

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The interdisciplinary minor in Business, Communication and the Liberal Arts (BCLA) was developed in 1997 in response to needs expressed by national and local business executives. Students possessing this minor to complement their major will help meet the growing demand for graduates who have strong oral and written communication skills, the ability to think critically and creatively in solving problems, and a general knowledge of business culture and practices.

## Requirements Minor in Business, Communication and the Liberal Arts

This rigorous minor for liberal arts majors and others consists of 24-25 units. The minor emphasizes the skills that are important for successful job performance over time and recognizes the business community's need for broadly educated, articulate college graduates.

Declaration of minor can be made at any time, but please see the director, as well as include the minor on your declaration of major/minor form.

Code	Title	Units
<b>Required Courses</b>		
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING <sup>1</sup>	3
COMM 131	PUBLIC SPEAKING	3
ECON 201	MICROECONOMIC PRINCIPLES <sup>1</sup>	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
or MKTG 341	MARKETING AND CREATIVITY	
PHIL 371	BUSINESS ETHICS	3
Select one of the following:		3-4
ENGL 317	WRITING FOR BUSINESS AND INDUSTRY	
BUSX 301	BUSINESS COMMUNICATIONS	
COMM 315	BUSIN & PROF COMM	
Select two of the following from two different subjects:		6
ANTH 209	ANTHROPOLOGY OF AMERICAN CULTURE <sup>1</sup>	
COSC 109	COMPUTERS AND CREATIVITY	
COSC 111	INFORMATION AND TECHNOLOGY FOR BUSINESS <sup>1</sup>	
ENGL 263	ELEMENTS OF FICTION	
ENGL 401	GRANT AND ADVOCACY WRITING	
FMST 250	INTRODUCTION TO THE NONPROFIT SECTOR	
IDIS 495	INTERNSHIP IN INTERDISCIPLINARY STUDIES	
PHIL 101	INTRODUCTION TO PHILOSOPHY	
POSC 107	INTRODUCTION TO INTERNATIONAL RELATIONS	

### Recommended Courses

Students in the BCLA minor are encouraged to enroll in some of the following courses to fulfill graduation requirements. Students should discuss these options with their advisers. These recommended courses may not be used to replace any of the minor requirements

COMM 304	PERSUASION
ECON 202	MACROECONOMIC PRINCIPLES <sup>1</sup>
FREN 331	FRENCH FOR BUSINESS
GEOG 105	GEOGRAPHY OF INTERNATIONAL AFFAIRS
GERM 331	GERMAN FOR BUSINESS
HIST 146	HISTORY OF THE UNITED STATES SINCE THE CIVIL WAR
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS
MCOM 385	MASS MEDIA AND SOCIETY
MKTG 341	MARKETING AND CREATIVITY
MNGT 361	LEADERSHIP AND MANAGEMENT
PSYC 327	INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY
SPAN 331	SPANISH FOR BUSINESS

**Total Units**

**24-25**

<sup>1</sup> Honors College versions of the courses count toward the minor.