

BUSINESS, COMMUNICATION AND 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.

Minor in Business, Communication and the Liberal Arts

This rigorous minor for liberal arts majors and others consists of 24 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 |
|------------------------------|---|-------|
| Required Courses | | |
| ACCT 201 | PRINCIPLES OF FINANCIAL ACCOUNTING ¹ | 3 |
| COMM 315 | BUSIN & PROF COMM | 3 |
| ENGL 317 | WRITING FOR BUSINESS AND INDUSTRY | 3 |
| Select one of the following: | | 3 |
| COSC 109 | COMPUTERS AND CREATIVITY | |
| COSC 111 | INFORMATION AND TECHNOLOGY FOR BUSINESS ¹ | |
| COSC 119 | UIE:INFORMATION EFFECTIVELY IN THE COMPUTING SCIENCES | |
| FMST 355/555 | FUNDRAISING, FRIENDRAISING AND VOLUNTEER MANAGEMENT | |
| ECON 201 | MICROECONOMIC PRINCIPLES ¹ | 3 |
| PHIL 371 | BUSINESS ETHICS | 3 |
| MNGT 361 | LEADERSHIP AND MANAGEMENT | 3 |
| or MKTG 341 | PRINCIPLES OF MARKETING | |
| Select one of the following: | | 3 |
| ANTH 209 | ANTHROPOLOGY OF AMERICAN CULTURE ¹ | |
| ENGL 263 | ELEMENTS OF FICTION | |
| ENTR 120 | ENTREPRENEURIAL PROCESS | |
| IDIS 495 | INTERNSHIP IN INTERDISCIPLINARY STUDIES | |
| IDIS 496 | INTERNSHIP | |
| IDIS 497 | INTERNSHIP | |
| IDIS 498 | INTERNSHIP | |
| 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

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| COMM 304 | PERSUASION |
| ECON 202 | MACROECONOMIC PRINCIPLES ¹ |
| FREN 331 | FRENCH FOR BUSINESS |
| GEOG 105 | GEOGRAPHY OF INTERNATIONAL AFFAIRS |
| GERM 331 | GERM FOR BUSINES |
| 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 | PRINCIPLES OF MARKETING |
| MNGT 361 | LEADERSHIP AND MANAGEMENT |
| PSYC 327 | INDUSTRIAL PSYCHOLOGY |
| SPAN 331 | SPANISH FOR BUSINESS |

Total Units 24

¹ Honors College versions of the courses count toward the minor.