

Olin Business School

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Minors

Minors for BSBA Degree Candidates

Please note that all minors require 12 unique credits of course work.

BSBA students may select a minor from the following disciplines:

The Minor in Business Analytics

Total units required: 15 (12 must be unique)

- Required Courses:

Code	Title	Units
CSE 131	Introduction to Computer Science	3
DAT 400A	Data Management Tools for Business Decisions	3
DAT 301E	Data Analytics in Python	3
Total Units		9

- Business Analytics Group A Electives (at least 3 units required):

Code	Title	Units
FIN 470A	Research Methods in Finance	3
MEC 471	Empirical Techniques for Industry Analysis	3
MKT 400L	Understanding and Conducting Business Experiments	3

- Business Analytics Group B Electives:

Code	Title	Units
DAT 500S	Machine Learning Tools for Prediction of Business Outcomes	3
FIN 450F	Financial Technology: Methods and Practice	3
MGT 460I	Sports Business Analytics	3
MKT 378	Marketing Research	3
MKT 500T	Customer Analytics Using Probability Models	3
OB 434E	Talent Analytics	1.5
OB 435E	People Metrics	1.5
SCOT 430E	Operations Fun: Data-Driven Optimization	3
SCOT 458	Operations Planning and Control	3

The Minor in the Business of the Arts

Total units required: 12

- Core (at least 3 units required):

Code	Title	Units
MEC 460O	Business of Arts	3
MGT 432E	Business Management of Arts Organizations	3

- Experiential Learning (at least 3 units required):

Code	Title	Units
INTL 323	Business of Art: The European Capitals of Culture	3
MGT 401P	CEL Practicum	3

Electives: At least 6 units from the following:

Code	Title	Units
ART 223K	Business of Fashion	3
ART 324J	Fashion Promotion and Exhibition	3
E Lit 224	Publishing: History and Contexts	3
E Lit 486	The Business of Books	3
MEC 460	Economics of Entertainment	3
MGT 421	Introduction to Entrepreneurship	3
or MGT 460L	Introduction to Social Entrepreneurship	
MKT 377	Consumer Behavior	3
MKT 400E	Elements of Sales: Tools and Techniques	3
MKT 481	Advertising and Promotions	3
MKT 482	Brand Management	3

The Minor in the Business of Entertainment

Total units required: 12

- Required Courses:

Code	Title	Units
MEC 460	Economics of Entertainment	3
Total Units		3

- Entertainment Group A Electives (at least 3 units required):

Code	Title	Units
AMCS 3490	Media Cultures	3
Film 220	Introduction to Film Studies	3
Film 225	Making Movies	3
Film 333	Making Movies II: Intermediate Narrative Filmmaking	3
Film 423	Histories of Media Convergence	3
MEC 310E	Business of Luxury Hospitality	3

- Entertainment Group B Electives (at least 3 units required):

Code	Title	Units
FIN 448	Advanced Financial Management	3
MEC 471	Empirical Techniques for Industry Analysis	3
MGT 301	Legal Environment of Business Management	3
MGT 432E	Business Management of Arts Organizations	3
MKT 378	Marketing Research	3
MKT 482	Brand Management	3

The Minor in the Business of Social Impact

Total units required: 12

- Required Courses:

Code	Title	Units
MGT 450V	Defining Moments: Lessons in Leadership & Character From the Top	1.5
MGT 460M	Business of Social Impact	1.5
Total Units		3

- Business of Social Impact Group A Electives (at least 3 units required):

Code	Title	Units
MGT 401M	Sustainable Development and Conservation Through Entrepreneurial Collaboration: Madagascar	3
MGT 401S	Small Business Initiative	3
MGT 401T	Taylor Community Consulting Project	3

- Business of Social Impact Group B Electives (at least 3 units required):

Code	Title	Units
ACCT 366E	Carbon Accounting	1.5
ACCT 400C	Not-For-Profit Accounting	1.5
MGT 402	Ethical Issues in Managerial Decision Making	1.5

MGT 450R	Business & Government: Understanding and Influencing the Regulatory Environment	3
MGT 460L	Introduction to Social Entrepreneurship	3

- Business of Social Impact Group C Electives (at least 3 units required):

Code	Title	Units
AMCS 280	Exploring Inequality: The Social and Structural Analysis of Modern American Life	3
ARCH 307X	Community Building	3
ARCH 490A	Explore & Contribute: Collaboration Between Washington University & Henry Elementary School	3
EEPS 111	Introduction To Global Climate Change In the 21st Century	3
EEPS 202	Introduction to Earth, Environmental, and Planetary Science	3
EEPS 219	Energy and the Environment	3
EnSt 101	Earth's Future: Causes and Consequences of Global Climate Change	3
EnSt 252	Sustainability in Business	3
EnSt 310	Ecological Economics	3
EnSt 375	Urban Ecology	3
EnSt 405	Sustainability Exchange: Community and University Practicums	3
Pol Sci 2010	Introduction to Environmental Policy	3
Pol Sci 332B	Environmental and Energy Issues	3
SOC 3410	Gender in Society	3
URST 299	The Study of Cities and Metropolitan America	3

The Minor in the Business of Sports

Total required units: 15 (12 must be unique)

- Required Courses:

Code	Title	Units
MGT 440	Sports Management	3
MGT 450G	The Business of Sports	3
MGT 460I	Sports Business Analytics	3
MKT 400M	Sports Marketing	3
Total Units		12

- Electives:

Code	Title	Units
DAT 500S	Machine Learning Tools for Prediction of Business Outcomes	3
FIN 448	Advanced Financial Management	3
MEC 460	Economics of Entertainment	3
MEC 471	Empirical Techniques for Industry Analysis	3
MGT 356E	Sports Entrepreneurship and Emerging Technologies	1.5
MGT 460J	Legal Issues in Sports	1.5
MKT 378	Marketing Research	3
MKT 400E	Elements of Sales: Tools and Techniques	3
MKT 482	Brand Management	3

The Minor in International Business

Total units required: 12

- Required Courses:

Code	Title	Units
MGT 308	Introduction to International Business	3
A study abroad experience must be completed for this minor.		
Total Units		3

- Electives (9 units required):

International Business Group A Electives (at least 3 units required):

Code	Title	Units
B52 FIN 420	International Economics and Finance	3
INTL 320	Business, Innovation and Entrepreneurship in Israel	3
INTL 420	Business Research Internship	3
INTL 970	Entrepreneurship and Startups in Europe	3
MEC 292S	Global Economy — Australia	3
MGT 200C	Venture Creation	3
MGT 400S	International Business Environment	3
MGT 401C	CEL Entrepreneurial Consulting Team (Global CElect section only)	3
MGT 405A	Asian Study Tour	1.5
MGT 405S	International Business Environment: Sydney	3
MGT 450I	International Internship in Business	1.5
MGT 450Z	European Study Tour	1.5
MKT 477L	International Marketing London	3
MKT 477S	International Marketing Sydney	3

International Business Group B Electives:

Code	Title	Units
FIN 443	International Finance	3
INTL 351E	Global Entrepreneurship	3
MEC 292	Global Economy	3
MGT 460H	Corporate and Global Strategy	3
MKT 477	International Marketing	3

Notes:

- Students minoring in international business can take either MKT 477, MKT 477L or MKT 477S. In addition, they can take either MEC 292 or MEC 292S.
- BSBA students minoring in international business may take two courses through an Olin study abroad program for the international business minor. They may not double count more than one course (3 units) toward their business major.