

Business Minors

Curriculum Guide 2024-2025



Raymond A. Mason
School of Business
WILLIAM & MARY

In planning course sequences, business minors should follow the notations for semester course offerings below. Prerequisites are noted in parentheses for the upper-level courses.

ACCOUNTING MINOR: 18 CREDITS

Students must complete the following two courses:

| | | | |
|------------------------------------|------|-----|------------|
| 203 Principles of Accounting | 3 cr | F/S | |
| 301 Financial Reporting & Analysis | 3 cr | F/S | (BUAD 203) |

Plus four courses from the following:

| | | | |
|---|------|---|------------|
| 302 Adv. Financial Reporting & Analysis | 3 cr | S | (BUAD 301) |
| 303 Strategic Cost Management | 3 cr | F | (BUAD 203) |
| 305 Accounting Info Systems | 3 cr | F | |
| 306 Financial Transparency and Global Markets | 3 cr | S | |
| 404 Auditing & Internal Controls | 3 cr | S | (BUAD 301) |
| 405 Federal Taxation | 3 cr | F | (BUAD 203) |
| 492 Audit & Innov Challenge | 1 cr | F | |

BUSINESS ANALYTICS MINOR: 19 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

| | | | |
|----------------------------|------|-----|--|
| 231 Business Statistics*** | 3 cr | F/S | |
|----------------------------|------|-----|--|

Students must complete the following courses:

| | | | |
|---|--------|-----|--------------------|
| 330 Computer Skills for Business* | 1 cr | F/S | |
| 350 Introduction to Business Analytics* | 3 cr | F/S | (BUAD 231) |
| 351 Operations Management | 1.5 cr | F/S | (BUAD 350) |
| 352 Data Visualization & Simulation | 1.5 cr | F/S | (BUAD 350) |
| 466 Developing Business Intelligence | 3 cr | F/S | (BUAD 350) |
| 467 Predictive Analytics | 3 cr | S | (BUAD 330 & Stats) |
| 468 Prescriptive Analytics | 3 cr | F/S | (BUAD 352) |

Plus one elective to be chosen from the following:

| | | | |
|--|------|---|--------------------|
| 460 Big Data Analytics w/ Machine Learning | 3 cr | F | (BUAD 467) |
| 461 Lean Six Sigma Toolkit | 3 cr | F | (BUAD 350) |
| 462 Healthcare Informatics | 3 cr | S | |
| 463 Supply Chain Analytics | 3 cr | S | (BUAD 350) |
| 465 Supply Chain Management | 3 cr | S | (BUAD 350) |
| 469 Advanced Modeling Techniques | 3 cr | S | (BUAD 352 & Stats) |
| 482 Project Management | 3 cr | S | |

*taken first semester in Business Program

***OR any of the following: MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394

SUPPLY CHAIN ANALYTICS MINOR: 19 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

| | | | |
|----------------------------|------|-----|--|
| 231 Business Statistics*** | 3 cr | F/S | |
|----------------------------|------|-----|--|

Students must complete the following courses:

| | | | |
|---|--------|-----|------------|
| 330 Computer Skills for Business* | 1 cr | F/S | |
| 350 Introduction to Business Analytics* | 3 cr | F/S | (BUAD 231) |
| 351 Operations Management | 1.5 cr | F/S | (BUAD 350) |
| 352 Data Visualization & Simulation | 1.5 cr | F/S | (BUAD 350) |
| 461 Lean Six Sigma Toolkit | 3 cr | F | (BUAD 350) |
| 463 Supply Chain Analytics | 3 cr | F | (BUAD 350) |
| 465 Supply Chain Management | 3 cr | S | (BUAD 350) |

Plus one elective to be chosen from the following?

| | | | |
|--|------|-----|------------|
| 460 Big Data Analytics w/ Machine Learning | 3 cr | F | (BUAD 467) |
| 462 Healthcare Informatics | 3 cr | S | |
| 466 Developing Business Intelligence | 3 cr | F/S | (BUAD 350) |
| 467 Predictive Analytics | 3 cr | S | (BUAD 330) |
| 468 Prescriptive Analytics | 3 cr | F/S | (BUAD 352) |
| 469 Advanced Modeling Techniques | 3 cr | S | (BUAD 352) |
| 482 Project Management | 3 cr | S | |

*taken first semester in Business Program

***OR any of the following: MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394

FINANCE MINOR: 19 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

| | | | |
|------------------------------|------|-----|--|
| 203 Principles of Accounting | 3 cr | F/S | |
| 231 Business Statistics*** | 3 cr | F/S | |

Students must complete the following courses:

| | | | |
|---|------|-----|------------|
| 323 Financial Management | 3 cr | F/S | |
| 327 Investments | 3 cr | F/S | (BUAD 323) |
| 329 Corporate Valuation & Credit Analysis | 3 cr | F/S | (BUAD 323) |

Choose one experiential elective (1 to 3 credits course):

| | | | |
|--|--------|-----|------------|
| 421 Student Managed Investment Fund** | 3 cr | F/S | (BUAD 323) |
| 426 Hedge Fund Management** | 1 cr | S | (BUAD 323) |
| 492 ST – CFA Challenge (1 cr F & 1 cr S)** | 2 cr | F&S | (BUAD 323) |
| 492 ST – Experiential Finance Topics only | 1-3 cr | TBS | |

Choose two courses from the following:

| | | | |
|-----------------------------------|------|-----|------------------|
| 422 Applied Financial Concepts** | 3 cr | S | (BUAD 323 & 329) |
| 423 Corporate Financial Strategy | 3 cr | F/S | (BUAD 323) |
| 424 Derivatives & Risk Management | 3 cr | S | (BUAD 323) |
| 427 Advanced Investments | 3 cr | S | (BUAD 327) |

**Boehly Center application process (apply the semester before you plan to take the course)

***OR any of the following: MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394

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INNOVATION & ENTREPRENEURSHIP MINOR: 18 CREDITS

Students must complete the following Foundation courses:

| | | | |
|--------------------------------------|------|-----|-------------------|
| 340 Intro to Innov & Entre (C200) | 3 cr | F/S | |
| 443 Entrepreneurial Ventures | 3 cr | F/S | (BUAD 311 or 340) |
| 451 Customer Insights for Innovation | 3 cr | F | (BUAD 311 or 340) |

Choose at least 6 credits from the following Tools & Methods courses:

| | | | |
|--|------|-----|------------------------|
| ART 211 Drawing and Color | 3 cr | F/S | |
| ART 212 Three-dimensional Design: Form and Space | 3 cr | F/S | |
| APSC 251 Introduction to Engineering Design | 3 cr | S | (PHYS 101) |
| BUAD 457 Creative Problem Solving | 3 cr | S | |
| BUAD 492 Financing Entrepreneurial Ventures | 3 cr | | (Not Offered AY 22-23) |
| BUAD 492 (I&E Special Topics Courses Only) | 3 cr | F/S | (Varies) |
| BUAD 492 (ST) Product Management | 3 cr | S | |

Choose one Capstone Requirement course (3 credits):

| | | | |
|---|---------|---|-----------------------|
| 453 Sustainability Inspired Design | 3 cr | S | (BUAD 311 or 340) |
| CSCI 420 Special Topics in Computer Science | 1-3 cr, | | depending on material |

MANAGEMENT AND ORGANIZATIONAL LEADERSHIP MINOR: 18 CREDITS

Students must complete the following courses:

| | | | |
|---|------|-----|--|
| 317 Organizational Behavior & Management* | 3 cr | F/S | |
|---|------|-----|--|

Plus three courses from the following:

| | | | |
|--|------|---|------------|
| 430 Diversity in the Workplace | 3 cr | S | |
| 435 Teams: Design, Selection & Development | 3 cr | S | (BUAD 317) |
| 436 Business & Society | 3 cr | F | |
| 437 Change Mgt. & Org. Transformation | 3 cr | S | (BUAD 317) |
| 438 Leadership | 3 cr | S | (BUAD 317) |
| 442 Psychology of Decision Making | 3 cr | F | |
| 482 Project Management | 3 cr | S | |

In addition, six electives credits chosen:

BUAD 203 Principles of Accounting, and business courses numbered 300 and above.
Courses encouraged (but not limited to)

Note: Foundation Semester courses (BUAD 311, 323, and 350) require special permission from the Undergraduate Business Program office.

MARKETING MINOR: 18 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

| | | | |
|--|------|-----|--|
| 231 Business Statistics*** | 3 cr | F/S | |
| <small>(Statistics is not a required prerequisite; however, it is required before students can take BUAD 452 Marketing Research)</small> | | | |
| ECON 101 Microeconomics | 3 cr | F/S | |
| ECON 102 Macroeconomics | 3 cr | F/S | |

Students must complete the following courses:

| | | | |
|------------------------------|------|-----|------------------|
| 203 Principles of Accounting | 3 cr | F/S | |
| 311 Principles of Marketing | 3 cr | F/S | (ECON 101 & 102) |
| 452 Marketing Research | 3 cr | F/S | (BUAD 311) |

Choose two courses from the following:

| | | | |
|--------------------------------------|------|---|-------------------|
| 446 Consumer Behavior | 3 cr | F | (BUAD 311) |
| 448 Marketing Strategy | 3 cr | S | (BUAD 311) |
| 451 Customer Insights for Innovation | 3 cr | F | (BUAD 311 or 340) |
| 492 (ST) Product Management | 3 cr | S | (BUAD 311) |

Choose one course from the following:

| | | | |
|---------------------------------------|------|---|-------------------|
| 453 Sustainability Inspired Design | 3 cr | S | (BUAD 311 or 340) |
| 456 Advertising and Digital Marketing | 3 cr | F | (BUAD 311) |

***OR any of the following: MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394