

Business Minors

Curriculum Guide 2025-2026



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	F/S	(BUAD 301)
303 Strategic Cost Management	3 cr	F	(BUAD 203)
304 Not-for-Profit Acct. & Analysis	3 cr	S	(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	
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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	(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	
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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	S	(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	(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

Course offerings are subject to change based on Faculty availability.
Check my.wm.edu for the most current course offerings (Revised Summer 2025)

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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 445 Product and Brand Management	3 cr	S	(BUAD 311)
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)

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	
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Plus three courses from the following:

430 Diversity in the Workplace	3 cr	S	
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	
492 (ST) Human Resource 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:

311 Principles of Marketing	3 cr	F/S	(ECON 101 & 102)
446 Consumer Behavior	3 cr	F	(BUAD 311)
452 Marketing Research	3 cr	F/S	(BUAD 311)

Choose three courses from the following:

445 Product and Brand Management	3 cr	S	(BUAD 311)
448 Marketing Strategy	3 cr	S	(BUAD 311)
450 Global Marketing	3 cr	S	(BUAD 311)
451 Customer Insights for Innovation	3 cr	F	(BUAD 311 or 340)
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, SQCL 353, KINE 394