

Business Minors

Curriculum Guide 2023 - 2024



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. (Courses offered in the Fall are indicated with an F. Courses offered in the Spring are indicated with an S. Prerequisites are in parentheses.)

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)
404 Auditing & Internal Controls	3 cr	S	(BUAD 301)
405 Federal Taxation	3 cr	F	(BUAD 203)
306 Financial Transparency and Global Markets	3 cr	S	

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	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/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 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)
428 Behavioral Finance	3 cr	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	

**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

Business Minors

Curriculum Guide 2023 - 2024



Raymond A. Mason
School of Business
WILLIAM & MARY

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 one course from the following:

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

Choose two courses from the following:

446 Consumer Behavior	3 cr	S	(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)

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