

Business Minors

Curriculum Guide 2026-2027

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	F	(BUAD 203)
305 Accounting Info Systems	3 cr	S	
306 Financial Transparency and Global Markets	3 cr	S	
404 Auditing & Internal Controls	3 cr	F/S	(BUAD 301)
405 Federal Taxation	3 cr	F/S	(BUAD 203)
492 Audit & Innov Challenge	1 cr	F	

BUSINESS ANALYTICS MINOR: 19 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

231/L Business Statistics	4 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)
357 Operations Management	3 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 350)

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)
482 Project Management	3 cr	S	

*taken first semester in Business Program

SUPPLY CHAIN ANALYTICS MINOR: 19 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

231/L Business Statistics	4 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)
357 Operations Management	3 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)
482 Project Management	3 cr	S	

*taken first semester in Business Program

FINANCE MINOR: 19 CREDITS

Prerequisite Business Courses – Freshman/Sophomore Year

203 Principles of Accounting	3 cr	F/S	
231/L Business Statistics	4 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**	3 cr	S	(BUAD 323)
492 ST – Experiential Finance Topics only	1-3cr	TBA	

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)

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WILLIAM & MARY
Raymond A. Mason
School of Business

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 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

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; COLL 200)
445 Product and Brand Management	3 cr	S	(BUAD 311)
457 Creative Problem Solving	3 cr	S	(COLL 200)
492 (I&E Special Topics Courses Only)	3 cr	F/S	(Varies)

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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In addition, six elective credits chosen:

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

Plus three courses from the following:

430 Diversity in the Workplace	3 cr	S	(COLL 200)
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	

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/L Business Statistics	4 cr	F/S	
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(Statistics is not a required prerequisite; however, it is required before students can take before students can take BUAD 452 Marketing Research)

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	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; COLL 300)
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)