

# Business Management Minor

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**School of Business**

Available to all baccalaureate majors except Business Management or Aviation Administration majors, the minor is intended for students who wish to attain a broad understanding of the foundation topics in this multifaceted field. The minor consists of 21 credits; BUS 101 – Accounting I, BUS 109 – Management Theories and Practices, and BUS131 – Marketing Principles are required, plus four Business courses (12 credits) at the 200 level or above.

## About Academic Minors

Farmingdale State College students are invited to enhance their studies with an "Academic Minor." A minor is a cluster of thematically related courses drawn from one or more departments. In addition to department based minors (e.g. computer programming & info systems), interdisciplinary minors are also available (e.g. legal studies).

Academic minors are approved by the College-Wide Curriculum Committee and the Provost. Students must make application for an academic minor through the department offering the minor in conjunction with the Registrar's Office. Specific course work must be determined in consultation with a faculty member in the department offering the minor. A statement of successful completion of the academic minor will appear on the student's transcript at the time of graduation.

- A minor is considered to be an optional supplement to a student's major program of study.
  - Completion of a minor is not a graduation requirement and is subject to the availability of the courses selected. However, if the requirements for a minor are not completed prior to certification of graduation in the major, it will be assumed that the minor has been dropped. Consequently, the student will only be certified for graduation in their primary major.
  - Only students in 4 year baccalaureate programs can apply for a minor.
  - A minor should consist of 15 to 21 credits.
  - At least 12 credits must be in courses at the 200 level or higher.
  - At least 9 credits must be residency credits.
  - Specific requirements for each minor are determined by the department granting the minor.
  - Students must maintain a minimum cumulative GPA of at least 2.0 in their minor. Some minors may require a higher GPA.
  - Students are prohibited from declaring a minor in the same discipline as their major (e.g. one cannot combine an applied math minor with an applied math major).
- Academic minors may not apply to all curricula.**
- Students are permitted to double-count courses.
  - Students are only permitted to take more than one minor with appropriate written approval of their department chair or curriculum Dean.

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The Business Management Minor is not available to Business Management or Aviation Administration majors. The minor consists of 21 credits distributed as follows:

Required: (9 credits)

BUS 101 Accounting I

BUS 109 Management Theories & Practices

BUS 131 Marketing Principles

Electives (12 credits)

Business Management (BUS) courses at the 200-level or higher

## Course Descriptions

### **BUS 101 Accounting I**

Fundamental accounting concepts and principles are covered through an understanding of the following topics: accounting as an information system; analyzing a transaction; the accounting cycle; accounting for both service enterprises and merchandising businesses; deferrals and accruals; reversing entries; systems design; accounting for cash, receivables, temporary investments and inventory; payroll accounting. Students apply concepts to the preparation of special journals, subsidiary ledgers, worksheets and financial statements. Credits: 3

### **BUS 109 Management Theories & Practices**

This introductory course covers management principles pertaining to human resources, individual behavior in organizations, employee motivation and performance, and business ethics. Topics also include managing and the manager's job; planning and decision making; employee performance appraisal and feedback; leadership and influence processes; interpersonal relations and communication; and managing work groups and teams. Credits: 3

### **BUS 131 Marketing Principles**

This course provides the student with a sound knowledge of the basic elements of the marketing process. Major topics include the features of consumer and organizational markets, market segmentation, and target market strategies. Product planning and development, brands, packaging and other product features are covered. Price determination and the use of various pricing strategies are discussed. The factors in the selection of channels of distribution and the features of wholesaling and retailing are considered. Elements of the promotional process such as sales, advertising, and sales promotion are included. Ethical and legal issues in marketing, marketing of services, global marketing, and marketing on the Internet are also covered. Credits: 3

Admission to Farmingdale State College - State University of New York is based on the qualifications of the applicant without regard to age, sex, marital or military status, race, color, creed, religion, national origin, disability or sexual orientation.