

# COLLEGE OF BUSINESS & ECONOMICS

## **OFFICE OF THE DEAN**

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## **MINORS IN THE COLLEGE OF BUSINESS AND ECONOMICS**

MINOR IN BUSINESS ADMINISTRATION

MINOR IN ECONOMICS

MINOR IN HUMAN RESOURCE MANAGEMENT



# COLLEGE OF BUSINESS & ECONOMICS

## OFFICE OF THE DEAN

### MISSION

CBE provides an American educational experience producing ethical, innovative, articulate, and globally-agile graduates.

#### The focus is on:

- Emphasizing ethics, environmental stewardship and social responsibility across the curriculum.
- Developing and enhancing communication skills in the English language. These include reading, writing, listening, speaking, and building consensus.
- Developing global business agility.
- Developing an innovative skillset including adapting to technological change and skills in driving organizational change.

### VALUES

The College of Business and Economics strives to uphold the following values:

- Freedom of thought, expression, and intellectual inquiry.
- Respect for individual identity and rights, and cultural diversity.
- Commitment to high standards of morality, integrity, and social responsibility.
- Adherence to high professional standards and ethics.

### VISION

The College of Business and Economics aspires to be a leading academic unit recognized locally, regionally, and internationally for its institutional distinctiveness, and academic excellence through the accomplishments of its graduates.

### ACCREDITATION

In April 2019, AACSB International awarded accreditation to the College of Business and Economics and all degrees offered by the College. AACSB, founded in 1916, is the most internationally prestigious accreditation awarded to business schools. Approximately 5% of business schools awarding bachelor's degrees and above have achieved this accreditation.

The Accreditation Council for Business Schools and Programs (ACBSP) has also awarded the American University of Kuwait full accreditation for the College of Business and Economics. ACBSP is a specialized accrediting organization that reviews the quality and integrity of business degree programs. It is dedicated to improving the quality of business schools and programs around the world, and ultimately to improving the practice of business in every industry around the world.

### **Bachelor of Business Administration (BBA) MAJORS**

The College of Business and Economics offers the Bachelor of Business Administration Degree program with majors in the following disciplines:

- Bachelor of Business Administration in Accounting
- Bachelor of Business Administration in Economics
- Bachelor of Business Administration in Finance
- Bachelor of Business Administration in Human Resource Management
- Bachelor of Business Administration in Management
- Bachelor of Business Administration in Marketing

### **BBA MINORS**

The College of Business and Economics oversees the following minor programs:

- Business Administration (for non-Business Majors)
- Economics
- Human Resource Management

### **DISCIPLINES (FIELDS OF STUDY)**

The College of Business and Economics includes the following disciplines:

- Accounting (ACCT)
- Business (BUS)
- Business Ethics and Law (BEAL)
- Economics (ECON)
- Entrepreneurship (ENTR)
- Finance (FINC)
- Human Resource Management (HR)
- Management (MGMT)
- Marketing (MRKT)

OVERVIEW OF REQUIREMENTS

Program Admission Requirements

Students must formally declare their interest in earning a BBA degree by the end of their second year of full-time coursework (60 credit hours). Students are required to have earned a cumulative GPA of at least 2.0, and successfully completed MATH 103 or MATH 110. MATH 201 (Calculus I) is also recommended for students majoring in finance.

University Degree Requirements (124 credit hours)

To earn a BBA with a major in accounting, economics, finance, management, or marketing, students must complete at least 124 credit hours:

|                                |      |
|--------------------------------|------|
| General Education Requirements | (49) |
| BBA Core Courses               | (36) |
| BBA Major                      | (24) |
| • Major Courses                | (18) |
| • Electives                    | (6)  |
| Internship & Common Capstone   | (6)  |
| Free Electives                 | (9)  |

Students are required to complete a minimum of 30 credit hours of upper-level courses (300-level and above), of which at least 24 credit hours need to be taken in the major, depending on the stipulations of each program. Of the 42 credit hours of upper-level courses required for the BBA, 27 credit hours should be in residence at AUK.

BBA Core Courses (36 credit hours)

BBA students must complete the following twelve core courses:

|                                            |                                        |
|--------------------------------------------|----------------------------------------|
| <b>Lower Level Courses (total credits)</b> | <b>(24)</b>                            |
| ACCT 201                                   | Principles of Financial Accounting (3) |
| ACCT 205                                   | Managerial Accounting (3)              |
| BUS 209                                    | Quantitative Methods of Business (3)   |
| ECON 200                                   | Principles of Microeconomics (3)       |
| ECON 201                                   | Principles of Macroeconomics (3)       |
| FINC 232                                   | Financial Management (3)               |
| MGMT 201                                   | Principles of Management (3)           |
| MRKT 200                                   | Principles of Marketing (3)            |
| <b>Upper Level Courses (total credits)</b> | <b>(12)</b>                            |
| BEAL 401                                   | Legal & Ethical Issues in Business (3) |
| BUS 321                                    | International Business Management (3)  |
| ENTR 313                                   | Managing Entrepreneurial Ventures (3)  |
| MGMT 346                                   | Production & Operations Management (3) |

### *Internship and Common Capstone (6 credit hours)*

#### **Internship (3 credit hours)**

All students must participate in an internship program. The internship program provides students with an opportunity to demonstrate their capacity for leadership, teamwork, and business activity in the context of work experience. Internships are completed in the senior year and while in residency at AUK. Priority is given to graduating students. For the duration of the semester, students are responsible for working 42 hours per semester for each credit hour. Students are to refer to the College's Internship Handbook for further details of the internship process, requirements, and method of assessment.

#### **Common Capstone BUS 490 (3 credit hours)**

All BBA students are required to complete the Common Business Administration Capstone course. This course uses case studies to integrate material from the different business subjects learned in the BBA program. The capstone requires senior standing and substantial completion of the common core.

### *Free Electives (9 credit hours)*

Students must take adequate and sufficient electives to complete the 124 credit hour requirements for graduation and are strongly advised to consult with their academic advisor when choosing their free electives.

# **BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING**

Accounting is at the heart of every company and essentially functions as the “measuring stick” for all business transactions. The Department’s primary objective for the accounting program is to expose students to the many facets of accounting. It provides accounting and business knowledge about practical and conceptual accounting and the use of accounting information for effective managerial decision-making. The program prepares students for careers in private, public, and non-profit organizations. It also provides a solid undergraduate foundation for students interested in graduate programs in accounting or other fields of study. The Department of Accounting reviews its curriculum on a regular basis to meet dynamic changes occurring in the accounting profession and business—both local and international.

Accounting major students have the choice to continue with their education by pursuing a master’s degree program or professional designations such as the Certified Public Accountant (CPA) to complement their degree and to make them highly attractive for a job anywhere in the world.

## **MISSION STATEMENT**

The Department’s mission is to produce accounting graduates who have the academic and professional base of knowledge to meet real world challenges.

## **VISION**

The Department’s vision is that it be recognized for its excellence in teaching, accounting research, and professional services.

## **VALUES**

- Appreciation of diversity of people and perspectives.
- Commitment to excellence in teaching.
- Concern for students and emphasis on the need for accounting students to learn to think critically and communicate effectively.
- Integrity and ethics.
- Global orientation.

## **LEARNING OUTCOMES**

In addition to the BBA learning outcomes, students graduating with a BBA in Accounting will be able to:

1. Construct, interpret, compare, and audit annual financial statements.
2. Use key financial and nonfinancial measures to evaluate performance.
3. Apply International Financial Reporting Standards and US GAAP.
4. Assume the role of a professional accountant in compliance with local and international regulatory authorities.

- 5. Integrate ethical standards in financial and managerial accounting and auditing practices and overcome impediments to ethical behavior.
- 6. Present different costing methods applied in manufacturing and service industries.
- 7. Design, use, and maintain accounting information systems to substantiate decisions.

**ACCOUNTING MAJOR COURSES (24 CREDIT HOURS)**

To be awarded a BBA in Accounting, students must complete the following six courses (18 credit hours):

|          |                                |     |
|----------|--------------------------------|-----|
| ACCT 301 | Intermediate Accounting I      | (3) |
| ACCT 305 | Intermediate Accounting II     | (3) |
| ACCT 365 | Financial Statement Analysis   | (3) |
| ACCT 401 | Advanced Managerial Accounting | (3) |
| ACCT 405 | Advanced Financial Accounting  | (3) |
| ACCT 413 | Accounting Capstone            | (3) |

In addition, students must complete two courses (6 credits) at the 300-level or above, from the following courses:

|          |                                             |     |
|----------|---------------------------------------------|-----|
| ACCT 334 | Individual and Corporate Tax                | (3) |
| ACCT 389 | Special Topics                              | (3) |
| ACCT 421 | International Financial Reporting Standards | (3) |
| BUS 389  | Special Topics                              | (3) |
| BUS 489  | Interdisciplinary Honors Seminar            | (3) |
| BEAL 403 | Corporate Governance and Ethics             | (3) |



# BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE

Finance is a functional area that impacts all decisions in a business. Finance employs mathematics and economic concepts using information from accounting data and quantitative techniques to assess results in order to make decisions.

Students can specialize in any of the fields within finance to focus on a career path. Finance graduates can choose a career in the finance division of a bank, an investment company, a multinational corporation, a government entity, a not-for-profit organization, and international institutions such as the World Bank and the IMF, to support major tactical and strategic financial decisions. Graduates in finance can also become successful entrepreneurs (private equity, investment banking, financial planning, and so on); career titles in finance run the spectrum from entry-level positions to the CEO.

Finance major students have the choice to continue their education via a master's degree program or professional designations such as the Chartered Financial Analyst (CFA) Program to complement their degree and to make them highly attractive for a job anywhere in the world.

## MISSION STATEMENT

The Department's BBA in Finance degree resembles the program structure of an American education system and standards. It provides students with the knowledge and skills necessary for professional success. AUK enriches society by fostering an environment encouraging critical thinking, effective communication, personal growth, service, and leadership.

The Bachelor of Business Administration in Finance is to be recognized locally, regionally, and internationally by the scholarly and professional accomplishments of its graduates.

## VALUES

The following values are to be upheld:

- Respect for individual identity and rights.
- Equality for ethnic, cultural, and religious diversity.
- Commitment to high standards of morality, integrity, and social responsibility.
- Adherence to high professional standards and ethics.

## LEARNING OUTCOMES:

In addition to the BBA learning outcomes, students graduating with a BBA in Finance will be able to:

1. Use time value of money concepts.
2. Value a corporation and its financial assets and obligations.
3. Construct and diversify investment portfolios.
4. Report on financial feasibility of projects and make capital investment decisions.
5. Develop the finance function from an international context.
6. Assess financial market trends in Kuwait and the Gulf and their interrelations with global financial markets.

**FINANCE MAJOR COURSES (24 CREDIT HOURS)**

To be awarded a BBA in Finance, students must complete the following six courses (18 credit hours):

|          |                                    |     |
|----------|------------------------------------|-----|
| FINC 341 | Corporate Finance                  | (3) |
| FINC 345 | Investment and Securities Analysis | (3) |
| FINC 355 | Financial Institutions of the Gulf | (3) |
| FINC 365 | International Finance              | (3) |
| FINC 413 | Finance Capstone                   | (3) |
| FINC 445 | Portfolio Management               | (3) |

In addition, students must complete two courses (6 credits) at the 300-level or above, from the following courses:

|          |                                  |     |
|----------|----------------------------------|-----|
| FINC 343 | Financial Services Management    | (3) |
| FINC 350 | Islamic Banking and Finance      | (3) |
| FINC 360 | Financial Derivatives            | (3) |
| FINC 389 | Special Topics                   | (3) |
| FINC 440 | Fixed Income Analysis            | (3) |
| ACCT 365 | Financial Statement Analysis     | (3) |
| BUS 389  | Special Topics                   | (3) |
| BUS 489  | Interdisciplinary Honors Seminar | (3) |
| BEAL 403 | Corporate Governance and Ethics  | (3) |

# BACHELOR OF BUSINESS ADMINISTRATION IN ECONOMICS

Economics is the science of making choices in allocating scarce resources for consumption, production, and distribution of goods and services. It endeavors to rationally understand behaviors of decision-makers and how these behaviors can be changed. Decision-makers are called upon to make these choices within various institutional settings such as households, firms, financial institutions, and governments. Economics emphasizes the use of problem-solving skills and applies quantitative methods of analysis to investigate choices-constrained maximization to satisfy human needs. It provides the skills to assess market fluctuations by identifying correlative factors and determine their impacts on various economic sectors.

Careers in Economics span a broad range of sectors such as financial, environmental, political, education, and research. Graduates in Economics are sought by financial institutions, insurance companies, international businesses, and non-business organizations and governments. Many graduates elect to pursue graduate education in order to improve their knowledge and skill to perform complex economic analyses and provide information necessary to formulate business strategies and develop public policies. The BBA in Economics complements other business concentrations and related social sciences to provide a strong undergraduate foundation for graduate studies in economics and other related disciplines.

## MISSION STATEMENT

The Bachelor of Business Administration in Economics creates intellectual capital for knowledge-based sustainable economy. Through rigorous teaching, innovation and research, the program engages faculty, students, and the business community to provide a solid economic foundation in theory and practice for sound business decisions. The program prepares students for professional careers in a vastly changing and challenging global economy.

## VISION

The Bachelor of Business Administration in Economics is to be recognized for its research, informed teaching and learning, and active engagement with the business community.

## VALUES

The Bachelor of Business Administration in Economics is guided by the following values:

- Dedication to liberal arts education.
- Lifelong pursuit of learning.
- Innovation and continued excellence in teaching.
- Social responsibility, moral, and ethical integrity.
- Respect for freedom of thought and expression.
- Interdisciplinary and cross-disciplinary collaboration.

**LEARNING OUTCOMES**

In addition to the BBA learning outcomes, upon completion of the BBA in Economics, students will be able to:

- 1. Attain a broad understanding of the core economic functions at micro and macro levels.
- 2. Demonstrate ability to characterize problems, recognize role of assumptions and apply analytical skills to solve business and economic problems.
- 3. Utilize information technology in data analysis in support of decisions.
- 4. Recognize ethical dimensions and social responsibility in economic decision-making.
- 5. Use written and oral presentations to communicate interpretation of statistical measures to problems in economics.
- 6. Work across disciplinary teams to solve complex business and economic problems.

**ECONOMICS MAJOR COURSES (24 CREDIT HOURS)**

To be awarded a BBA in Economics, students must complete the following six courses (18 credit hours):

|          |                                       |     |
|----------|---------------------------------------|-----|
| ECON 302 | International Economics               | (3) |
| ECON 310 | Intermediate Microeconomics           | (3) |
| ECON 312 | Intermediate Macroeconomics           | (3) |
| ECON 315 | Managerial Economics                  | (3) |
| ECON 363 | Environmental and Resources Economics | (3) |
| ECON 413 | Economics Capstone                    | (3) |

In addition, students must complete two courses (6 credits) at the 300-level or above, from the following courses:

|          |                                  |     |
|----------|----------------------------------|-----|
| ECON 304 | Economics of Labor               | (3) |
| ECON 389 | Special Topics                   | (3) |
| ECON 405 | Comparative Economic Systems     | (3) |
| ECON 409 | Economic Development             | (3) |
| ECON 429 | Environmental and Energy Policy  | (3) |
| ECON 452 | Econometrics                     | (3) |
| ECON 485 | Seminar in Economics             | (3) |
| BUS 389  | Special Topics                   | (3) |
| BUS 489  | Interdisciplinary Honors Seminar | (3) |
| BEAL 403 | Corporate Governance and Ethics  | (3) |

# BACHELOR OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE MANAGEMENT

A major in Human Resource Management (HRM) is the foundation of a career that has the potential for enabling a meaningful and positive impact on the health, well-being, and achievements of working individuals where human talent increasingly becomes a contributing factor for achieving a competitive business advantage. HRM plays a central role in this process by attracting, retaining, and developing human capital in organizations. HRM coursework focuses on developing a combination of professionally-specific skills as well as soft skills critically needed for success in all business fields including management, marketing, accounting, and finance. Furthermore, human talent increasingly accounts for competitive business advantages. HRM plays a central role in this process by attracting, retaining, and developing human capital in organizations.

## LEARNING OUTCOMES

Upon completion of the AUK major in human resource management, the student will be able to:

1. Effectively manage and plan key human resource functions within organizations.
2. Examine current issues, trends, practices, and processes in HRM.
3. Contribute to employee performance management and organizational effectiveness.
4. Problem-solve human resource challenges.
5. Identify and develop employability skills for the Kuwaiti workplace.
6. Become a meaningful change agent.
7. Demonstrate effective written and oral communication skills.

The human resource management (HRM) major is a challenging program that prepares students to become more effective managers and leaders. HRM professionals are the “employee relations” specialists in organizations, managing employee planning, recruitment, selection, compensation, training and development, health and safety, and evaluation. They are also active in labor relations taking the lead in union contract negotiations, grievance handling, including mediation and arbitration, and all other employee-related legal matters such as wrongful dismissal, personal harassment, or privacy.

Increasing numbers of graduates are deciding to earn their Certified Human Resource Professional (CHRP) designation reflecting the rising level of professionalism in the field. After acquiring some needed work experience, students will be well prepared to complete a graduate degree in either HRM or labor relations on the path to a position in senior management or a career in teaching and research at a college or university level.

A HRM minor is also available.

BBA students pursuing the HRM major are required to complete 24 credit hours that include the following:

Students must complete the following 6 courses (18 credit hours):

|          |                                                 |     |
|----------|-------------------------------------------------|-----|
| HR 305   | Human Resources Management                      | (3) |
| HR 310   | Recruitment, Staffing and Talent Management     | (3) |
| HR 311   | Total Rewards: Compensation                     | (3) |
| HR 325   | Work and Well-Being                             | (3) |
| HR 413   | Capstone - Strategic Human Resources Management | (3) |
| MGMT 333 | Organizational Behavior                         | (3) |

In addition, students must complete an additional 2 courses, 6 credit hours (at least 3 credit hours from business) from the following options:

|          |                                          |     |
|----------|------------------------------------------|-----|
| HR 344   | Managing Conflict                        | (3) |
| HR 350   | International Human Resources Management | (3) |
| HR 389   | Special Topic                            | (3) |
| ECON 304 | Economics of Labor                       | (3) |
| MGMT 301 | Change Management                        | (3) |
| IR 309   | Dynamics of Globalization                | (3) |
| IR 345   | Conflict Resolutions                     | (3) |
| PSYC 332 | Personality Theories                     | (3) |
| BEAL 403 | Corporate Governance and Ethics          | (3) |

# BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT

Management today is an exacting, challenging, and exciting field. Management systems play an essential role in powering the economy, and management decisions and practices can have substantial impact on individual lives. The management major allows students to learn strategies, techniques, and ethics for effective organization. The required courses—Entrepreneurship, Change Management, Organizational Behavior, and Business Operations—provide students with an essential foundation for effective management skills and employability. Failure to master the art and science of management could result in the function of management becoming a contingent liability. The study of entrepreneurship opens opportunities for creativity and initiation of new businesses. Flexibility in dynamic environments and exploitation of business opportunities are addressed in the study of Change Management. The human element in business is fundamental to success yet is often seen as difficult to manage. In response to this dilemma, the course in Organizational Behavior explores theories and perspectives on human behavior in organizations that lend an understanding of this complex aspect of business. The Business Operations course focuses on achieving competitive advantage by improving efficiency and customer experiences. Management skills are in high demand worldwide. A degree in management opens employment possibilities in a broad range of industries as well as in the non-profit sector of the economy.

## MISSION STATEMENT

The focus is on preparing students for business in Kuwait, the Arabian Gulf, the Arab World, and internationally. Working together with the College of Business and Economics, the Management Department provides rigorous programs that foster excellence in teaching, scholarship, and disseminate socially responsible practices to advance societies.

## VISION

The management major is to be recognized locally, regionally, and internationally for its distinctiveness, academic excellence, and accomplishments.

## VALUES

- Freedom of thought, expression, and intellectual inquiry.
- Respect for individual identity and rights, and cultural diversity.
- Commitment to high standards of morality, integrity, and social responsibility.
- Adherence to high professional standards and ethics.

## LEARNING OUTCOMES

In addition to the BBA learning outcomes, upon completion of the BBA in Management students will be able to:

1. Demonstrate an understanding of planning, leading, organizing, and controlling as managerial functions.
2. Assess managerial responses to motivation theories and formulate managerial decisions.
3. Assess alternative corporate policies and use ethical dimensions and social responsibility in management activities.

4. Structure cross-disciplinary teams to carry out necessary projects.
5. Assume leadership roles and promote innovative and sustainable practices.

**MANAGEMENT MAJOR COURSES (24 CREDIT HOURS)**

To be awarded a BBA in Management, students must complete the following six courses (18 credit hours):

|          |                                             |     |
|----------|---------------------------------------------|-----|
| MGMT 300 | Quality Management                          | (3) |
| MGMT 301 | Change Management                           | (3) |
| MGMT 315 | Decision Making in Management               | (3) |
| MGMT 333 | Organizational Behavior                     | (3) |
| MGMT 350 | Organizational Communication and Leadership | (3) |
| MGMT 413 | Management Capstone                         | (3) |

In addition, students must complete two courses (6 credits) at the 300-level or above, from the following courses:

|          |                                            |     |
|----------|--------------------------------------------|-----|
| MGMT 303 | Management and Leadership                  | (3) |
| MGMT 343 | Quantitative Research Methods for Business | (3) |
| MGMT 389 | Special Topics                             | (3) |
| MGMT 415 | Services Management                        | (3) |
| BUS 389  | Special Topics                             | (3) |
| BUS 489  | Interdisciplinary Honors Seminar           | (3) |
| BEAL 403 | Corporate Governance and Ethics            | (3) |
| HR 305   | Human Resources Management                 | (3) |



# BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Marketing is a leading field in business, responsible for researching and satisfying customer needs through product and service development, pricing, promotion, and distribution. Besides being an exciting and creative academic major, marketing is practical and provides vital skills for success in both professional and personal lives. In today's competitive market, no business can succeed without effective marketing. At AUK, the Marketing Department offers exciting and powerful courses taught by outstanding professors that include Principles of Marketing, International Marketing, Advertising and Promotion, Consumer Behavior, Marketing Research, Marketing Strategy, E-Commerce, Marketing of Services, and Supply Chain Management. These courses provide professional skills needed in the job market, both in Kuwait and internationally.

Graduates with a BBA in Marketing are sought by many employers including international corporations, governmental agencies, private and non-governmental organizations, and financial institutions. Students with a BBA in Marketing can be employed in a diverse range of jobs in areas such as sales, retailing, advertising, public relations, logistics management, international marketing management, customer relationship management, marketing research, tourism management, e-commerce, media marketing, brand management, career (placement) marketing, real estate, market analysis, digital marketing, social media marketing, and marketing strategy. Marketing is the number one field of employment in many countries. In addition, marketing graduates with a BBA degree can pursue a great variety of graduate degrees anywhere in the world.

## MISSION STATEMENT

The BBA program in Marketing at AUK prepares the best marketing professionals in Kuwait and beyond, through an excellent American system of education based on innovation, creativity, and critical thinking.

## VISION

We aspire to make the marketing major at AUK the best in Kuwait and the Gulf region.

## VALUES

- Highest professional quality in teaching, research, and service.
- Adherence to the highest ethical standards and social responsibility.
- Equality, social justice, respect, and honesty.
- Transparency, freedom of expression, and accessibility.
- Creativity, innovation, critical thinking, and leadership.

## LEARNING OUTCOMES

In addition to the BBA learning outcomes, upon completion of the BBA in Marketing students will be able to:

1. Analyze customer segments and make optimal decisions about which segment(s) to target.
2. Use basic marketing research skills for gathering necessary data and for analyzing customer data.
3. Make product/service decisions to fit with customer needs in target segments.

4. Set prices consistent with customer willingness to pay and consistent with company needs to be profitable.
5. Plan supply chain and distribution channel structures and set channel policies.
6. Plan marketing communications adapted to the characteristics of the product/service and to the customer segment.
7. Develop a coherent marketing plan.

**MARKETING MAJOR COURSES (24 CREDIT HOURS)**

To be awarded a BBA in Marketing, students must complete the following six courses (18 credit hours):

|           |                           |     |
|-----------|---------------------------|-----|
| MRKT 309  | Digital Marketing         | (3) |
| MRKT 329  | International Marketing   | (3) |
| <b>OR</b> |                           |     |
| MRKT 330  | Service Marketing         | (3) |
| MRKT 349  | Buyer Behavior            | (3) |
| MRKT 355  | Promotion and Advertising | (3) |
| MRKT 401  | Marketing Research        | (3) |
| MRKT 413  | Marketing Capstone        | (3) |

In addition, students must complete two courses (6 credits) at the 300-level or above from the following courses:

|          |                                  |     |
|----------|----------------------------------|-----|
| MRKT 329 | International Marketing          | (3) |
| MRKT 330 | Service Marketing                | (3) |
| MRKT 340 | Social Media Marketing           | (3) |
| MRKT 389 | Special Topics                   | (3) |
| MRKT 415 | Supply Chain Management          | (3) |
| BUS 389  | Special Topics                   | (3) |
| BUS 489  | Interdisciplinary Honors Seminar | (3) |
| BEAL 403 | Corporate Governance and Ethics  | (3) |

# MINORS IN THE COLLEGE OF BUSINESS AND ECONOMICS

Students may elect to complement their major with a minor, defined as specialization in a discipline outside their chosen major. Students choosing to add a minor in one of the following areas should consult an academic advisor in the appropriate discipline.

The College oversees the following minors:

- Business Administration (for non-Business Majors)
- Economics
- Human Resource Management

The minor in business administration is designed for students majoring in any of AUK's degree programs (BA, BE, or BS) except the BBA degree programs in Accounting, Economics, Finance, Management, and Marketing.

The minor in human resource management is designed for students majoring in any of AUK's degree programs.

## GENERAL DEGREE REQUIREMENTS FOR A MINOR

Students may pursue one minor only. All AUK minor programs consist of a minimum of 18 credit hours, at least 9 credit hours of which must be taken in residence at AUK. No more than 9 credit hours earned from the major or general education requirements may apply towards any one minor.

## MINOR IN BUSINESS ADMINISTRATION

### PROGRAM PURPOSE

This minor is designed to provide non-business majors the opportunity to complement their undergraduate education with an understanding of business administration.

### PROGRAM REQUIREMENTS

The program requires students to complete six courses (18 credits) comprised of four core courses and two electives. The program may be completed in three consecutive semesters. Commencing in the student's junior year, the four core courses provide students with a balanced and integrated exposure to key functional areas in business and ways of thinking about, and analyzing, the world from a responsible business perspective. The two electives provide students the opportunity to develop knowledge in or explore a specific aspect of business of their choice.

#### *Required Core Courses (12 credit hours)*

|          |                                              |     |
|----------|----------------------------------------------|-----|
| BUS 100  | Introduction to Business                     | (3) |
| ECON 101 | Introduction to Contemporary Economic Issues | (3) |
| PHIL 203 | Professional Ethics                          | (3) |
| MGMT 333 | Organizational Behavior                      | (3) |

*Electives (6 credit hours)*

In addition, students must select two courses from one of the following disciplines:

**Economics**

ECON 200 Principles of Microeconomics (3)

**AND**

ECON 201 Principles of Macroeconomics (3)

**Entrepreneurship**

ENTR 201 Principles of Entrepreneurship (3)

**AND**

ENTR 301 Intermediate Entrepreneurship (3)

**Financial Management (6 credit hours)**

ACCT 201 Principles of Financial Accounting (3)

**AND**

FINC 332 Financial Management (3)

**Human Resource Management**

HR 205 Human Resource Management (3)

**AND**

PSYC 203 Social Psychology (3)

**Management Accounting**

ACCT 205 Managerial Accounting (3)

**AND**

ACCT 401 Advanced Managerial Accounting (3)

**Marketing**

MRKT 200 Principles of Marketing (3)

**AND**

MRKT 329 International Marketing (3)

**OR**

MRKT 355 Advertising and Promotion (3)

**Organizational Change & International Management**

MGMT 301 Change Management (3)

**AND**

BUS 321 International Business (3)

**MINOR IN ECONOMICS**

**PROGRAM PURPOSE**

A minor in economics acquaints students with economic knowledge that will be complementary to business and non-business majors. In a vastly transforming and globalizing world, an economics minor improves our understanding of economic, political, and social events and the context in which they develop. It also enhances one’s analytical and decision-making competence in the realm of business and even on a personal level.

**PROGRAM REQUIREMENTS**

Students must complete six courses (18 credit hours) for the minor.

*Required Core Courses (6 credit hours)*

The following two courses (6 credit hours) are core courses for the economics minor:

|          |                              |     |
|----------|------------------------------|-----|
| ECON 200 | Principles of Microeconomics | (3) |
| ECON 201 | Principles of Macroeconomics | (3) |

*Electives (12 credit hours)*

In addition, students must choose, in consultation with their academic advisor, four courses from among the following:

|          |                                                 |       |
|----------|-------------------------------------------------|-------|
| ECON 302 | Quantitative Methods for Business and Economics | (3)   |
| ECON 304 | Economics of Labor                              | (3)   |
| ECON 305 | International Economics                         | (3)   |
| ECON 310 | Intermediate Microeconomics                     | (3)   |
| ECON 312 | Intermediate Macroeconomics                     | (3)   |
| ECON 315 | Managerial Economics                            | (3)   |
| ECON 351 | Money and Banking                               | (3)   |
| ECON 363 | Environmental & Resource Economics              | (3)   |
| ECON 369 | Short Course                                    | (1-3) |
| ECON 389 | Special Topics                                  | (3)   |
| ECON 405 | Comparative Economic Systems                    | (3)   |
| ECON 409 | Economic Development                            | (3)   |
| ECON 429 | Environmental & Energy Policy                   | (3)   |
| ECON 452 | Econometrics                                    | (3)   |
| ECON 485 | Seminar in Economics                            | (3)   |

Up to two non-economic but related courses at the 300-level or above can be taken instead of two courses from the above in consultation with the student’s academic advisor and the department chair.

**MINOR IN HUMAN RESOURCE MANAGEMENT**

**PROGRAM PURPOSE**

This interdisciplinary minor seeks to develop well-rounded graduates with personal qualities and skills that extend beyond familiarity with current HR practices to include a sound understanding of social, behavioral, and political sciences. It seeks to develop graduates who are able to think critically, act ethically, and meet the challenges of an ever-changing environment.

The minor is structured with a small core—comprised of courses in Human Resource Management, Organizational Behavior, and Work and Well-being—embedded in a selection of electives reflecting a traditional liberal arts and interdisciplinary curriculum. The electives include courses from such disciplines as economics, international relations, political science, psychology, and the behavioral sciences.

Because an interdisciplinary background is especially appropriate for positions in HR, this minor is ideal for students majoring in one of the social science programs as well as those majoring in business. The minor is for those who want to pursue careers in business, government, and/or educational institutions.

**LEARNING OUTCOMES**

Upon completion of the minor in human resource management the student will be able to:

- 1. Discuss the importance of thinking systematically and strategically about managing human assets.
- 2. Explain how cultures frame options open to human resource managers around the world.
- 3. Formulate, implement, and evaluate human resource policies and procedures.
- 4. Demonstrate understanding of theories and practices affecting employee motivation and control.
- 5. Critically discuss and assess contemporary issues confronting human resource policy formulation and implementation in private, public, for profit, and not-for-profit organizations.

**PROGRAM REQUIREMENTS**

Students wanting to earn a minor in human resource management are required to take six courses (18 credit hours) comprised of three required core courses and three electives.

*Required Core Courses (9 Credit Hours)*

The following three courses are core courses for the human resource management minor.

|          |                           |     |
|----------|---------------------------|-----|
| HR 305   | Human Resource Management | (3) |
| HR 325   | Work and Well-being       | (3) |
| MGMT 333 | Organizational Behavior   | (3) |

*Electives (9 Credit Hours)*

Students must also complete three of the courses listed below.

|           |                                             |         |
|-----------|---------------------------------------------|---------|
| ECON 304  | Economics of Labor                          | (3)     |
| HR 389    | Special Topics in Human Resource Management | (3)     |
| HR 470    | Internship in Human Resource Management     | (3)     |
| IR 342    | International Human Rights                  | (3) [S] |
| IR 345    | Conflict Resolution                         | (3) [S] |
| <b>OR</b> |                                             |         |
| HR 344    | Managing Conflict                           | (3)     |
| MGMT 303  | Management and Leadership Development       | (3)     |
| PLSC 302  | Public Policy                               | (3) [S] |
| PLSC 306  | Global Political Economy                    | (3) [S] |
| PSYC 203  | Social Psychology                           | (3) [S] |
| SBSA 341  | Women in Cross-Cultural Perspective         | (3) [S] |
| SBSA 372  | Anthropology of Business                    | (3) [S] |