Minor in Management Studies

In collaboration with the Syracuse University School of Management, an undergraduate minor in management studies is available for ESF students. To be eligible for this minor, ESF students must have at least sophomore status and a cumulative grade point average of 2.750 or better. Students interested in this minor are encouraged to complete ACC 151 at the lower division level in order to make room for the other courses. The successful completion of the minor will be noted on the transcript of each student.

The following courses guide this 18 credit minor:

**Required courses**

**ACC 151 Introduction to Financial Accounting (3)**
Financial accounting concepts that aid entrepreneurs, managers, investors, and creditors in planning, operating, and analyzing a business. Emphasis is on interpretation of financial statements. Sophomore standing.

**EEE 370 Introduction to Entrepreneurship and Emerging Enterprises (3)**
Course focuses on what it takes to start, grow, and sustain new ventures. Topics include: understanding entrepreneurs and their teams, evaluating opportunities, creating a venture plan, securing resources. Readings and guest lecturers emphasized.
Prereq: junior standing.

**FIN 301 Finance for Non-Business Students (3)**
Essentials of national and global financial networks. Principles of financial statement analysis and interpretation. Introduction to time value of money and capital budgeting criteria. Students may not receive credit for FIN 301 if they receive credit for FIN 355 and/or FIN 356.
Prereq: ACC 151; Enrollment in the School of Management minor program.

**EST 225. Introduction to Legal Processes (3)**
Three hours of lecture. Introductory examination of the American legal system from both a civil and a criminal perspective. History and structure of the legal system, creation of law, substantive, procedural, and jurisdictional legal issues, and specific concepts of basic categories of law. Spring.
Prereq: EST 221.

**LPP 255 Introduction to the Legal System (3)**
The legal system and public policy issues emphasizing the impact of the legal environment on management decision making. Includes ethics and international topics. Development of analytical and communication skills. Sophomore standing.

**Or**

**FOR 488. Natural Resources Administration Law (3)**
Introduction to the law concerning procedures, powers and judicial review of public
agencies responsible for the management of natural resources. Analysis of agency rule making, agency adjudication, disclosure of information, political controls over agencies and judicial review of agency action. Examination of natural resource law topics including public lands, wildlife, preservation, recreation, mineral, timber and water law. Spring.
Prerequisite: Course in American government or American history.
Note: Credit will not be granted for both FOR 488 and FOR 688.

MAR 255 Marketing and Society (3)
Marketing as a major business function and social process. Analysis of market forces.
Marketing opportunities. Determination of price, product, distribution, promotion, and organization policies required to control and fulfill planned marketing programs.
Prereq: Sophomore standing. Co-req: FIN 256 and SCM 265

SHR 355 Strategic Human Resource Management (3)
Human resources as a source of competitive advantage and financial performance.
Employment law, reward and control systems, human resource architecture, workforce development.
Prereq: junior standing

The following courses may be substituted for EST 225, SHR 355, EEE 370, or MAR 255:

FOR 360 Principles of Management (3)
Two hours of lecture and one hour of recitation. Basic theories, concepts, principles and functions of modern management and administration. Planning, organizing, staffing, and human resources management, directing and supervising, communication, controlling, evaluating and budgeting responsibilities in public agencies and private industries, and social and ethical considerations, are among the principal topics emphasized.

PSE 456. Management in the Paper Industry (3)
Three hours of lecture. Provides the student with interactive contact with active executives in the paper and allied industries. The student will develop and present studies of business cases in discussion forum to the class. An understanding of how general managers operate to manage an entire organization will be presented by visiting experts, class participation, group presentations, written papers and examinations. Spring.
Note: Credit will not be granted for both PSE 456 and ERE 676.

Revised: November 5, 2004