

# Business Minors

## Perdue School of Business

### MINOR PROGRAMS

- Accounting
- Business Administration
- Business Analytics
- Economics
- Enterprise Information Systems
- Entrepreneurship
- Finance
- Human Resource Management
- Information Systems
- Management
- Marketing
- Professional Sales
- Social Entrepreneurship

#### About the Minors

##### Accounting

The accounting program has separate accreditation from the Association to Advance Collegiate Schools of Business (AACSB). The department's mission is to provide students with the knowledge, skills and abilities necessary to be successful accounting professionals. The program reflects the highest standards of accounting education and enables students to bridge the gap between theory and practice through experiential learning and scholarship. Graduates are sought after by the leading employers in the profession as well as recognized graduate schools, and they contribute to the region's economic vitality.

##### Business Administration

Business administration involves applying business knowledge to solve problems; making sound decisions using the most current technological resources available; communicating effectively verbally and in writing; demonstrating the interpersonal skills and ethical awareness to function as a successful business professional; and operating successfully in the diverse, global, team-based environments of business. The business administration minor provides general exposure to business administration. It is intended to help prepare non-business majors for employment in business organizations or to gain entrance into M.B.A. programs.

##### Business Analytics

The business analytics minor prepares students for careers in industries that require data-driven decision making. Examples include marketing, finance, business management and health care. Students learn how to transform data into keen strategic insights, using various modern decision models and machine learning tools.

##### Economics

Economics is the study of how societies manage scarce resources. Economists study how people and firms make decisions and how they interact with each other. Economists also study economic aggregates and phenomena that affect the entire economy. Students not majoring in economics may minor in economics.

##### Enterprise Information Systems

The enterprise information systems minor provides both theoretical background and hands-on experience with enterprise resource planning systems (ERP), which are large, integrated information systems used in most organizations to support tactical and strategic functions. It is intended to prepare non-information systems majors for employment in organizations through an understanding of integrated business processes and how an enterprise system supports such processes, giving students a way to make you stand out from others in their major.

##### Entrepreneurship

Entrepreneurship is the process to transform an idea into a value-creating business. Entrepreneurs play a pivotal role in driving and fueling a country's economy because they stimulate job creation and foster economic growth. The entrepreneurship minor enables students to develop a set of important skills and knowledge required to successfully launch a new venture. The entrepreneurship minor is open to any student at SU provided they meet course prerequisites.

##### Finance

The finance minor provides general exposure to finance and is intended to help prepare non-finance majors for employment in a variety of fields that require financial sophistication. Examples include corporate accounting, consulting, real estate, marketing of insurance and financial products. The finance minor is open to any non-finance major at SU.

##### Human Resource Management

Effective and inclusive workplaces motivate employees to be stronger. Human resources (HR) is one of the fastest-growing fields in the U.S. and is becoming more important in helping organizations grow and retain employees. With the human resource management minor at Salisbury University, you can gain the skills to support both managers and employees in any job you go into.

##### Information Systems

Information systems is the study of how information technology (IT), organizations and people work together to achieve



business objectives. Students in information systems undertake a balanced curriculum of both business- and technology-related skills and knowledge, which prepares them to solve business problems using IT in a variety of organizational contexts. The graduates of the information systems program have been qualified to pursue a variety of careers as IT consultants such as business application specialists, data analysts, cyber security analysts, IT project managers, and IT audit and risk assurance specialists. Employers have indicated that the combination of technical expertise and business acumen enables employees to succeed in management and leadership positions in their firms.

##### Management

The management minor aims to provide students with opportunities to acquire fundamental knowledge and develop the requisite skills and abilities to master selected key management skills centered on supervision and leadership. The minor offers courses on how organizations function, as well as topics such as motivation, workplace culture, selection and retention of key talent, collaboration across organizational settings, including teamwork, conflict resolution and decision making, and problem-solving processes centered on the workforce.

##### Marketing

Marketing is the art and science of understanding the needs and wants of consumers, tailoring a firm's offerings to meet these needs, and communicating to consumers how the firm's offerings satisfy those needs. The SU marketing minor is designed for students who would like to get a flavor of marketing while pursuing other majors. Students of marketing go on to have careers in product and brand management, business development, social media marketing, and advertising. The marketing minor is open to all majors and requires junior standing.

##### Professional Sales

Sales is the art and science of operations and activities involved in promoting and selling goods or services. The SU sales program is one of the top programs in the country and the minor prepares students for careers in business development and business-to-business sales. SU sales minors are highly sought after by regional and national employers. Sales students take part in many experiential activities like sales role-play competitions, elevator pitch competitions and one-day internships. The sales minor is open to all majors who have completed at least 56 credit hours.

##### Social Entrepreneurship

The social entrepreneurship minor allows students to learn and develop skills, knowledge and entrepreneurial mindsets that help to generate creative, sustainable solutions addressing a wide range of social issues or challenges.

### LEADERSHIP

- Dr. Christy Weer, *Dean*
- Dr. Jamie Emerson, *Associate Dean*
- Dr. Yvonne Downie Hanley, *M.B.A. Director*
- Wendy Jin, *Undergraduate Advising Services Coordinator*
- Dr. Tammy Donaway, *ABLE Director*
- Erik Larsen, *Director of Professional Development & Career Coach*

### CONTACT INFORMATION

For more information about the Perdue minors, contact the Perdue School of Business:  
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## Make Tomorrow Yours

[salisbury.edu/perdue](http://salisbury.edu/perdue)

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