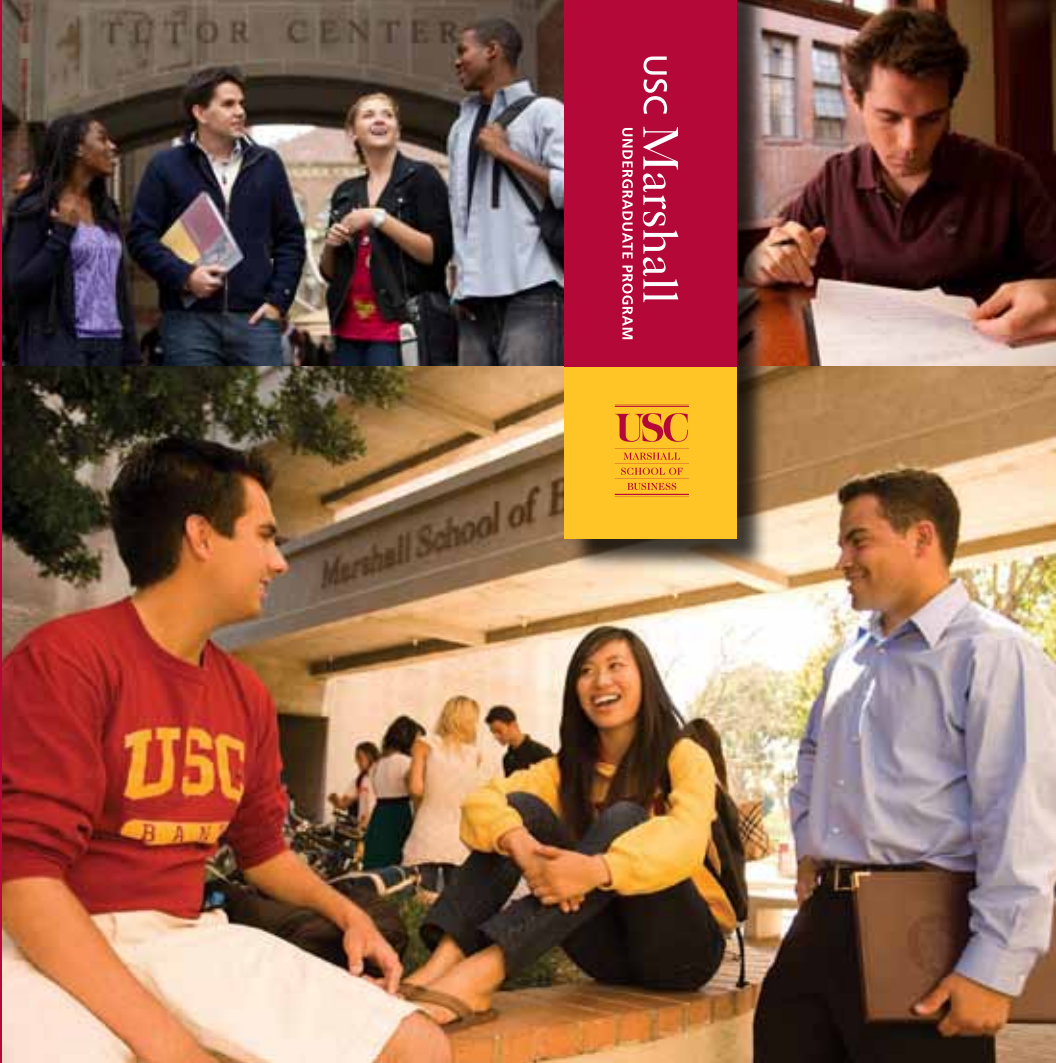


For more information, contact us:
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Bridge Hall 105
Los Angeles, CA 90089-0805

E-mail: busadm@marshall.usc.edu
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Visit: marshall.usc.edu



Minor Programs





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marshall.usc.edu/ugminors

A NOTE FROM THE VICE DEAN

We encourage you to explore the wealth of minor options available at the USC Marshall School of Business. These 11 programs—ranging from Accounting to Consumer Behavior, from Business Law to Entrepreneurship, from Business Technology Fusion to Marketing—complement almost any non-business major at USC and can offer a competitive edge in almost any field.

A business minor can help you learn how to start and run a new business, manage people and budgets, get the most out of information technology, understand consumer behavior, read a balance sheet or learn how products are manufactured and marketed. Exposure to business concepts and tools through a minor at USC Marshall is an excellent way to add breadth to your major and develop skills that allow you to leverage your major in the outside world.

John Matsusaka
Vice Dean
Faculty and Academic Affairs
USC Marshall School of Business

Ranked 10th overall
for its undergraduate business program (*U.S. News & World Report*, 2009), USC Marshall is the oldest business school in Southern California.

Marshall is the largest school at USC, with academic areas of:

- Accounting
- Business economics
- Business law
- Entrepreneurship
- Finance
- Information systems
- Management communication
- Management strategy
- Marketing
- Operations management
- Organizational behavior
- Real estate
- Statistics

IMPORTANT FACTS

Admission

Admission consideration for most minor programs require completion of 48 units, a declared major and a minimum USC GPA of 2.75. Minors in Business and Accounting require completion of 32 units.

Business Administration and Accounting majors may apply for interdisciplinary minors only.

Units and Courses

- USC Marshall minor programs range from 16 to 26 units. Students must take four courses (at least 16 units) that are unique to the minor (i.e., not required to fulfill the student's major, another minor or general education requirements). In addition, at least 16 units must be from outside the student's major department.
- Generally, all upper-division courses required for the minor must be taken at USC.
- All courses for the minor must be taken for a letter grade, with a minimum grade of C earned in each.
- Students who have not been admitted to the Marshall School of Business major or minor may complete a maximum of 12 units (three business courses) at USC. No further coursework may be taken until admitted.

For application and deadlines, visit: marshall.usc.edu/ugminors

Learn More

Continuing USC students may arrange an appointment with an admissions representative to discuss the minor application and admission process. We recommend that you consult with an academic advisor from your current major to make sure you have enough elective space in your academic program for a minor.

Please consult the *USC Catalogue* for current program requirements and course offerings. The *USC Catalogue* is the document of authority for all students. The program requirements listed in the *USC Catalogue* supersede any information which may be contained in any bulletin or viewbook of any school or department.



The business minor program connects you with the USC Marshall community and provides access to:

- Weekly job and internship lists provided by the USC Marshall Student Services Offices
- Career Advantage Program for sophomores, juniors and seniors—a unique opportunity to be mentored by professional alumni of USC Marshall
- USC Marshall undergraduate student organizations and student government
- USC Exchange Host Program, an opportunity to help international exchange students acclimate to Marshall and USC while building your own international network and gaining a greater awareness of cultural differences
- Global Summer Internship Program in London, Dublin, Madrid and Sydney

ACCOUNTING | 22 UNITS

Accounting is at the core of all business. Understanding the language of accounting will benefit students from any undergraduate major. The Accounting minor is geared toward students who want to improve their understanding of accounting, enhance their marketability in the job market and develop the analytical and problem-solving skills sought by today's employers.

If you are interested in pursuing a career in investment banking or consulting, an Accounting minor and the knowledge it brings can give you an edge in the interview process. If you are pursuing a career as a performing artist, an educator, a pharmacist, a lawyer or a doctor, an Accounting minor will help you manage the business side of your professional life. Whether your major is economics, engineering, mathematics or music, an Accounting minor could help you manage your own business or make better choices about personal finances and investments.

ACCT 410x (4) Foundations of Accounting
ACCT 415x (4) Intermediate Financial Accounting for Non-Accounting Majors
BUAD 200x* (2) Economic Foundations for Business
BUAD 215x** (4) Foundations of Business Finance

Choose *two* of the following:

ACCT 416*** (2) Financial Reporting and Analysis
ACCT 417*** (2) Advanced Financial Accounting for Non-Accounting Majors
ACCT 418x (2) Accounting for Management Decisions
ACCT 419x (2) Understanding Accounting Information Systems
ACCT 420x (2) Understanding Income Tax
ACCT 462*** (2) Detecting Fraudulent Financial Reporting
ACCT 499 (2) Special Topics

Choose *one* of the following:

BUAD 302 (4) Communication Strategy in Business
BUAD 304 (4) Leading Organizations
BUAD 307 (4) Marketing Fundamentals
BUAD 311 (4) Operations Management
FBE 400x (4) Introduction to Real Estate Finance and Development
FBE 403 (4) Legal Environment of Business

* Students who have taken ECON 203 or 251x and ECON 205 or 252x will have their BUAD 200x requirement waived.

** BUAD 200x and ACCT 410x are prerequisites for BUAD 215x.

*** Prerequisite: ACCT 415x

Target Audience: Majors in economics, health professions, music industry, engineering

Careers: Consulting firms, accounting firms, investment banking, state law, forensic accounting, FBI, government entities

The Accounting minor also provides the introductory preparation needed to apply for Leventhal School of Accounting's one-year Master's degrees that are open to students from all majors. The Master of Accounting (MAcc) and Master of Business Taxation (MBT) degrees qualify you to sit for the Uniform CPA Examination.

BUSINESS | 26 UNITS

The Business minor provides the opportunity for non-business majors to gain an understanding of the basic concepts and tools of business.

BUAD 200x* (2) Economic Foundations for Business
BUAD 215x** (4) Foundations of Business Finance
BUAD 302 (4) Communication Strategy in Business
BUAD 304 (4) Leading Organizations
BUAD 307 (4) Marketing Fundamentals
ACCT 410x (4) Foundations of Accounting

Choose *one* of the following:

FBE 400x (4) Introduction to Real Estate Finance and Development
FBE 403 (4) Legal Environment of Business

* Students who have taken ECON 203 or 251x and ECON 205 or 252x will have their BUAD 200x requirement waived.

** BUAD 200x and ACCT 410x are prerequisites for BUAD 215x.

Target Audience: All undergraduate majors

BUSINESS MINOR ALUMNI HIGHLIGHTS

Identical twins **Andrew** and **Michael Ritter '05** have a lot in common. At USC, they were both on the 2001 Pac-10 Championship baseball team. They were both in fraternities. And they both earned a minor in business. Before they graduated, the young entrepreneurs launched million-dollar companies. Michael, a communication major, publishes *Saturday Night Magazine*, an online lifestyle and entertainment guide. Andrew, a political science major, developed and sells Lactagen, a nutritional supplement that counteracts lactose intolerance.



BUSINESS LAW | 16 UNITS

A minor in Business Law will provide students with knowledge of substantive business law topics and current legal issues. The minor provides skill sets for identifying and managing issues encountered within personal and business contexts, including litigation, contract law, employment and human resources, and real and personal property law.

Students will acquire a sound grasp of the concepts, legal vocabulary and pertinent laws and regulations applicable to domestic and international environments.

This minor exposes students to topics that include: commercial transactions, constitutional law, Internet and online commerce, intellectual property and entertainment law, bankruptcy and securities law, business and nonprofit organization law, and international law.

FBE 403 (4) Legal Environment of Business

FBE 458 (4) Law and Finance

Choose *two* of the following:

FBE 427 (4) Real Estate Law

FBE 428 (4) Principles of Employment Law

FBE 429 (4) International Business Law

FBE 430 (4) Online Commerce and Intellectual Property

Target Audience/Careers: Any student interested in management, technology, politics or law



BUSINESS TECHNOLOGY FUSION | 20 UNITS

Are you interested in the reasons people oppose nuclear power plants, or why the lines are so long at your local government agency? Do you wonder why you get so much spam in your e-mail box, why the music industry has so much trouble with piracy, or why presidential campaigns increasingly turn to the Internet for their funding sources? All these questions revolve around the use of information technology in businesses.

Perhaps you see your future in the entertainment industry, in journalism or in a company that uses customer databases. Or maybe you're interested in observing how people use computers, being a consultant or starting a new business. All these career paths involve IT.

IT is more than a tool; it is a set of practices that affect the ways people function. The more you know about how IT works, the better you will be prepared to use it. You can let IT run your life, or you can decide to use it to your advantage. Discovering how innovation in technology works can lead you to make surprising new connections in your other coursework.

The Business Technology Fusion minor does not require quantitative aptitude, previous experience, or technical competency or knowledge.

IOM 431 (4) Managing the Digital Revolution for Your Business

IOM 433 (4) Business Information Systems Analysis and Design

IOM 435 (4) Business Database Systems

Choose *eight units* from the following:

IOM 401 (2) Business Information Systems: Spreadsheet Applications

IOM 402 (2) Business Information Systems: Database Applications

IOM 428 (4) Data Warehousing and Data Mining

IOM 437 (4) Technology-Enabled Global Business, Markets and Sourcing

IOM 443 (4) The Business of Interactive Digital Media

IOM 455 (4) Project Management

Target Audience: Anyone with an interest in running a business or using technology

Careers: Consulting, information systems, information systems strategy, database design. Professional positions include business process analyst, applications systems analyst, Internet marketing analyst, risk management analyst, information security analyst and project coordinator.

Hiring Companies: Broad range of industries, from social services to engineering, from entrepreneurial to nonprofit organizations

Students may consider pursuing SAP™ certification (SAP™ is an enterprise resource planning software) from USC Viterbi: <http://itp.usc.edu/specializations/sap>

CONSUMER BEHAVIOR | 20 UNITS

The Consumer Behavior minor focuses on understanding the processes buyers use for considering, selecting, using and disposing of products and services. Why do people form certain attitudes and impressions? How do individual factors, culture, mass media, economics and social trends influence people's decisions? This interdisciplinary minor teaches students to answer these questions by exploring consumer thinking from the perspectives of psychology, marketing, economics, anthropology, sociology and other fields that examine popular culture.

Choose *one* of the following:

BUAD 307 (4) Marketing Fundamentals
PSYC 100 (4) Introduction to Psychology

Choose *one* of the following:

MKT 450 (4) Consumer Behavior and Marketing
PSYC 355* (4) Social Psychology
SOCI 320 (4) Social Psychology

Choose *two* of the following:

ANTH 460 (4) Economic Anthropology
COMM 302 (4) Persuasion
MKT 405* (4) Advertising and Promotion Management
MKT 410* (4) Personal Selling
ECON 432* (4) Economics of Happiness
PSYC 454* (4) Social Cognition
PSYC 457* (4) Applied Social Psychology

Choose *one* of the following:

COLT 365 (4) Literature and Popular Culture
COMM 384 (4) Interpreting Popular Culture
ENGL 392 (4) Visual and Popular Culture
HIST 380 (4) American Popular Culture
MKT 470* (4) Marketing Research
PSYC 490x (4) Directed Research

*Prerequisites are required.

Target Audience: Majors in disciplines linked to behavior or culture, such as psychology, economics, anthropology and sociology, who would like to include a business application

Careers: Advertising and market research careers, which depend on understanding buyer behavior

ENTREPRENEURSHIP | 16 UNITS

The Entrepreneurship minor combines theoretical concepts and practical skills that prepare students to apply an entrepreneurial mindset in their chosen field of work. Students will be able to identify new opportunities, evaluate their worth and identify the actions and milestones necessary to bring about the desired outcome. By selecting from a group of diversified and relevant USC Marshall electives, students can tailor the minor to fit their individual needs.

BAEP 423* (4) Management of Small Businesses
BAEP 451 (4) The Management of New Enterprises, **OR**
BUAD 301 (3) Technical Entrepreneurship
BAEP 452** (4) Cases in Entrepreneurship

Choose *4–5 units* from the following:

BAEP 495 (1) Practicum in Business Issues (Internship)
BUAD 302 (4) Communication Strategy in Business
BUAD 304 (4) Leading Organizations
BUAD 307 (4) Marketing Fundamentals
BUAD 311 (4) Operational Management
FBE 400x (4) Introduction to Real Estate Finance and Development
FBE 403 (4) Legal Environment of Business

*Students are encouraged to take BAEP 423 first.

**BAEP 451 or BUAD 301 is a pre/co-requisite.

Target Audience/Careers: Any student interested in business ownership or organizational management



HUMAN RESOURCE MANAGEMENT | 20 UNITS

The Human Resource minor is a useful program for students interested in learning about the human resources function within both for-profit and nonprofit organizations. The minor provides a broad skill set for increased effectiveness in the workplace, both as a team member and as a team leader and manager.

The Human Resource minor investigates the principles that underlie leadership, motivation, teamwork, interpersonal influence, power and politics within organizations, as well as ethical and social issues. Some courses require involvement in a community service project.

BUAD 304 (4) Leading Organizations
MOR 471 (4) Managing and Developing People

Choose *three* of the following:

MOR 421* (4) Social and Ethical Issues in Business
MOR 431* (4) Interpersonal Competence and Development
MOR 461* (4) Design of Effective Organizations
MOR 463 (4) Organization Change and Development
MOR 469 (4) Negotiation and Persuasion
MOR 472 (4) Power, Politics and Influence
MOR 473 (4) Designing and Leading Teams
FBE 428 (4) Principles of Employment Law
FBE 433** (4) Compensation, Incentives and Corporate Governance

*Prerequisite BUAD 304

**Prerequisite BUAD 306

Target Audience/Careers: Any student interested in human resources management in a broad range of fields, including business, education, engineering, health care and government

MANAGEMENT CONSULTING | 20 UNITS

The Management Consulting minor gives students an increased awareness of consultant practices in a variety of industries. The minor involves learning about how professional consultants assist organizations/businesses with identifying and addressing problems. Students will gain knowledge and skills needed to contract with clients, analyze their problems and devise appropriate solutions.

BUAD 304 (4) Leading Organizations
MOR 462 (4) Management Consulting

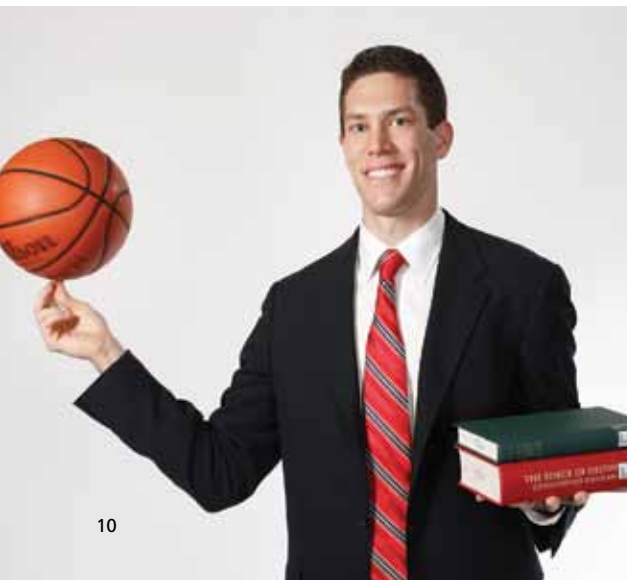
Choose *three* of the following:

IOM 455 (4) Project Management
MOR 421* (4) Social and Ethical Issues in Business
MOR 461* (4) Design of Effective Organizations
MOR 463 (4) Organization Change and Development
MOR 467* (4) Strategic Management of Technology and Innovation
MOR 473 (4) Designing and Leading Teams

*Prerequisite BUAD 304

Target Audience: Students considering a career in general management or management consulting who also want to develop strategic-thinking capabilities that are crucial to managers in a variety of disciplines, such as investment banking, technology and media/entertainment

Careers: Consulting careers in functional areas such as accounting, finance, human resources, information systems, marketing and operations management



BUSINESS MINOR ALUMNI HIGHLIGHTS

Scholar-athlete Reed Doucette '08 scores academic fame, becoming USC's ninth Rhodes Scholar.

Standing at 6'5", the engineering honors student who joined the Trojan men's basketball team as a freshman walk-on and played small forward for the next four years became USC's ninth Rhodes Scholar—one of only 32 Americans to be awarded this prestigious scholarship in 2008.

Reed Doucette joined fellow scholars at Oxford University to pursue a Master's degree in engineering science. Doucette, whose hometown is Acampo, Calif., majored in aerospace and mechanical engineering at the USC Viterbi School of Engineering and earned a minor in business at the USC Marshall School of Business.

At USC, Doucette was a Presidential Scholar and graduated with honors. As part of his USC Marshall School activities, he co-founded Los Angeles Community Impact, an organization that has provided consulting services for more than 30 community projects.

MARKETING | 20 UNITS

The Marketing minor provides a business-related education that will supplement many undergraduate majors and enhance the career prospects of students whose major-related goals could incorporate a marketing dimension or application.

Minor course requirements:

BUAD 307 (4) Marketing Fundamentals

Choose *four* from the following:

MKT 405* (4) Advertising and Promotion Management

MKT 406** (4) Practicum in Advertising and Promotion Design

MKT 410* (4) Personal Selling

MKT 415 (4) Sales Force Management

MKT 425* (4) Direct Response and Internet Marketing

MKT 430 (4) Retail Management

MKT 435* (4) Business-to-Business Marketing

MKT 440* (4) Marketing Analysis and Strategy, **OR**

MKT 445* (4) New Product Development and Branding

MKT 450 (4) Consumer Behavior and Marketing

MKT 465* (4) Global Marketing Management

MKT 470* (4) Marketing Research

MOR 470 (4) Global Leadership

JOUR 340 (4) Introduction to Advertising

JOUR 341*** (4) Advertising Copywriting

JOUR 342*** (4) Advertising and Media Analysis

*Prerequisite BUAD 307

**Prerequisite MKT 405 or JOUR 340

***Prerequisite JOUR 340

Target Audience/Careers: Any student interested in a marketing career, including professional sales, retailing, marketing research, product management and advertising



OPERATIONS AND SUPPLY CHAIN MANAGEMENT | 20 UNITS

This minor prepares students for management careers in manufacturing or service operations, including operations consulting, global marketing, international consulting, product development, supply chain management, and distribution and logistics. Coursework topics include supply chain analysis, lean operations facilities design, new production technology investment decision, quality management, material procurement, inventory control, logistics and optimization, and simulation tools for operations analysis. The program integrates classroom study with internships, joint faculty research and practical consulting projects with a wide range of local firms.

BUAD 311 (4) Operations Management

ION 482 (4) Supply Chain Management

ION 483 (4) Operations Consulting

Choose *eight units* from the following:

ION 401 (2) Business Information Systems: Spreadsheet Applications

ION 427 (4) Spreadsheet Modeling, Optimization and Analysis

ION 433 (4) Business Information Systems Analysis and Design

ION 455 (4) Project Management

Target Audience: Majors in engineering, communications, the sciences, architecture and related disciplines, who envision themselves eventually running their own firm

Careers: Production manager, project manager, management consultant, warehouse manager, buyer/planner, logistics director, quality assurance associate and supply chain manager



ORGANIZATIONAL LEADERSHIP AND MANAGEMENT | 20 UNITS

The Organizational Leadership and Management minor increases student awareness of the need to develop strong management and leadership skills relevant to today's global economy. This minor involves learning about personal and organizational leadership, ethics of the workplace, leading in a global context, and organizing and planning for effective personal and organizational performance.

BUAD 304 (4) Leading Organizations

MOR 470 (4) Global Leadership

Choose *three* of the following:

MOR 421* (4) Social and Ethical Issues in Business

MOR 469 (4) Negotiation and Persuasion

MOR 471 (4) Managing and Developing People

MOR 472 (4) Power, Politics and Influence

MOR 473 (4) Designing and Leading Teams

MDA 365 (4) The Art and Adventure of Leadership

*Prerequisite BUAD 304

Target Audience/Careers: Students considering a career in general management, or who plan to assume leadership positions in such functional areas as accounting, finance, marketing, information systems or operations



SOCIAL ENTREPRENEURSHIP | 37 UNITS

Expected in 2011, the Social Entrepreneurship minor provides students with a foundation in the practice and context of social entrepreneurship, nationally and internationally; an understanding of social entrepreneurship and its relationship to government and public policy; an understanding of management skills specific to starting and maintaining a social enterprise; and options to tailor coursework to students' academic interests and professional aspirations.

BAEP 450x (4) Fundamentals of Entrepreneurship OR

BAEP 451 (4) The Management of New Enterprises

BAEP 452 (4) Cases in Entrepreneurship

BAEP 491 (4) Entrepreneurial Solutions to Global Challenges

BAEP 497 (2) Field Project in Social Entrepreneurship OR

BAEP 460 (2) Seminar in Entrepreneurship: Urban Social Enterprise

BAEP 499/ENG 499 (4) Social Innovation Design Lab

BUCO 485 (4) Business Communication Management for Nonprofits

CE 469 (3) Sustainability

IR 371 (4) Global Civil Society: Non-Governmental Organizations in World Politics

MOR 385m (4) Business in a Diverse Society: The Challenge of Sustainability

PPD 371 (4) The Nonprofit Sector and the Public Interest

Target Audience/Careers: Any students in the fields of political science, public policy, international relations, communications, economics and engineering.





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The University of Southern California admits students of any race, color and national or ethnic origin.

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