NEW CARROLL SCHOOL MINORS FOR NON-CSOM STUDENTS

Starting next fall, there will be a total of 6 management minors offered to non-CSOM students. Two are existing (Management and Leadership; Managing for Social Impact), and four are new. Students will begin to declare a minor via a link on CSOM’s homepage website (with the exception of Managing for Social Impact, which will still be application based).

Accounting for CPAs
This minor prepares students for a career in public accounting, industry, financial institutions, government, consulting, law, or not-for-profit organizations. Students intending to acquire a Certified Public Accountant (CPA) designation should choose this concentration to begin to satisfy its requirements.

1. ACCT1021 Intro to Financial Accounting
2. ACCT1022 Intro to Managerial Accounting
3. ACCT3301 Financial Accounting Standards and Theory I
4. ACCT3302 Financial Accounting Standards and Theory II
5. ACCT3307 Managerial Cost Analysis
6. AND at least 3 credit-hours from one of the following five classes only
   - ACCT4405 Federal Taxation
   - ACCT3309 Auditing & Other Assurance Services*
   - ACCT3351 Financial Statement Analysis
   - ACCT6601 Financial Accounting Standards and Theory III
   - ACCT6618 Accounting Information System

Accounting for Finance and Consulting
This minor is for students who are interested in learning more accounting to be better prepared for careers in finance or consulting. Courses for the minor are the following:

1. ACCT1021 Introduction to Financial Accounting (Sophomore or Junior Year)
2. ACCT 3321 Intermediate Accounting for Finance & Consulting * (Junior or Senior Year)
3. ACCT3307 Managerial Cost Analysis (for consulting track) ** or ACCT3351 Financial Statement Analysis (for finance track)*** (Junior or Senior Year)

4 and 5. Two ACCT electives from the following: (Senior Year)
   - ACCT 3307 Managerial Cost Analysis**
   - ACCT 3351 Financial Statement Analysis***
   - ACCT 4405 Federal Taxation
   - ACCT 6601 Financial Accounting Standards and Theory III
   - ACCT 6623 Fair Value Accounting and Measurement
   - ACCT 6635 Forensics Accounting
   - ACCT 6640 Dive, Dissect & Decide w/ Big Business Data
   - OPER 3384 Predictive Analytics
   - OPER 6606 Forecating Techniques
   - ECON 2228 Econometric Methods
   - MFIN2235 Investment Banking

*ACCT3301 FAST I will be accepted as a substitute for ACCT3321
**ACCT1022 Managerial Accounting is a prerequisite for ACCT3307
***MFIN1021 Basic Finance is a prerequisite for ACCT3351
**Finance**
Finance minors will be better prepared for careers in financial institutions, service firms, nonprofits, and government agencies. Courses for the minor are the following:

1. ACCT1021 Introduction to Financial Accounting *(may be taken before MFIN1021 or concurrently)*
2. MFIN1021 Basic Finance
3. MFIN1127 Corporate Finance *(Pre-requisite: MFIN1021)*
4. MFIN1151 Investments *(Pre-requisite: MFIN1021)*
5. One elective from the following list:
   - MFIN2202 Derivatives & Risk Management
   - MFIN2205 Corporate Financial Strategies
   - MFIN2225 Financial Policy
   - MFIN2230 International Finance
   - MFIN2235 Investment Banking
   - MFIN2250 Fixed Income Analysis
   - MFIN2270 Data Analytics in Finance
6. At least one elective from any MFIN\(^*\) course offered outside of the required courses or another from the set list above.

* Not every course will be offered each semester. Additional courses may be added to set list in the future. Please pay careful attention to prerequisites which are listed in “Course Information & Schedule” in Agora.

\(^*\) All MFIN66XX electives require senior status and permission from the Department. This requires that seniors visit with Professor Elliott Smith in Fulton 330B to seek approval, giving consideration to the student’s successful completion of the required prerequisites. SEE AGORA FOR UP-TO-DATE COURSE LISTINGS.

**Marketing**
This minor is for students who are interested in developing quantitative and qualitative marketing knowledge and skills to be better prepared for careers in marketing and advertising.

**Required Courses:**

1. ACCT1021 Intro to Financial Accounting *(prerequisite of MKTG1021)*
2. MKTG 1021 Marketing Principles *(prerequisite for all other marketing courses)*
3. MKTG 2153 Marketing Research *(junior or senior year)*
4. MKTG 4256 Applied Marketing Management *(senior year)*
5. **Elective selected from the department’s list**
6. **Elective selected from the department’s list**

MKTG2152 Consumer Behavior
MKTG3114 Strategic Pricing Management
MKTG3153 Retailing
MKTG3154 Integrated Marketing Communications
MKTG3156 Special Topic: Launching Digital Marketing
MKTG3157 Professional Selling & Sales Management
MKTG3158 Product Planning & Strategy
MKTG3165 Strategic Brand Management
MKTG3170 Entrepreneurial Marketing in a Digital World
MKTG3175 Marketing Practicum
MKTG/ISYS3205 Tech Trek-West
MKTG/ISYS3253 Digital Commerce
MKTG3625 Luxury Marketing
MKTG6157 Prof. Selling & Sales Management
MKTG6610 Sports Marketing
MKTG/ISYS6620 Marketing Information Analytics
MKTG/ISYS6621 Social Media and Digital Business
MKTG/ISYS6635 New Media Industries
MKTG/ISYS6640 Analytics & Business Intelligence