

## Undergraduate Business Honors Program Recommended Pre- and Co-Requisites and general format instructions

**An Honors Project in the Business Program may be one of the following alternatives:**

- a. An “enriched” business plan for a start-up or for a real estate venture, or a business analysis of a company. By “enriched” we mean a business plan that contains a research component.
- b. A senior thesis.

**1. Regardless of which alternative is considered, it is recommended that an Honors student completes the following courses **BY THE END OF JUNIOR YEAR**:**

- a. Core Courses: BUS 71a, BUS 152a **and** one of the following: BUS 120a, BUS 130a, BUS 135a, BUS 160a, BUS 172a. **CORE courses should not be substituted.**
- b. Either BUS 51a, ECON 83a or BIO 51a. If the student has taken BUS 51b (formerly BUS 1b), or another statistics course other than the two listed above, the student should supplement with one of the following options:

University	Course Title	U R L	Cost to Student (for Certification)
U Amsterdam (Coursera)	Methods and Statistics in Social Sciences Specialization (course#4)	<a href="https://www.coursera.org/specializations/social-science">https://www.coursera.org/specializations/social-science</a>	\$49
MIT (EdX)	Data Analysis for Social Scientists	<a href="https://www.edx.org/course/data-analysis-%20social-scientists-mitx-14-310x">https://www.edx.org/course/data-analysis-%20social-scientists-mitx-14-310x</a>	\$49

**2. It is recommended that students interested in a senior thesis complete the following **additional** course **BY THE END OF THE JUNIOR YEAR**:**

- a. Either ECON 184b or ECON 213a for a research project in the areas of Finance/Accounting, Real Estate or quantitative marketing/strategy
- b. Either BUS 153a or PSYC 52a for a research project in the areas of consumer behavior marketing

3. **In addition, depending on which alternative is considered**, it is recommended that students complete the following courses **BY THE END OF THE FALL SEMESTER OF THEIR SENIOR YEAR:**

- for a **business plan for a start-up**: BUS 114a or BUS 130a AND at least one from the electives listed in the table below
- for a business plan for a real estate venture: BUS 135a and either BUS 114a or BUS 130a, AND at least one from the electives listed in the table below
- for a business analysis of a company: BUS 160a AND at least one from the electives listed in the table below
- for a senior thesis: at least one elective from the table below.

### Electives list

For all honors projects, the elective chosen should correspond to the topic or research method for your project, as needed. (If the primary advisor for a research project feels that another course, not listed, is more appropriate for a particular project then the primary advisor in consultation with the Honors Coordinator shall substitute the required course).

	<b>Quantitative Marketing/Strategy or Consumer Behavior Marketing</b>	<b>Finance/Accounting</b>	<b>Real Estate</b>
<b>Business Plan for a Startup or for a Real Estate Venture, or Business Analysis</b>	BUS 153a BUS 155a BUS 160a BUS 117a FIN 204a	BUS 117a FIN 202a FIN 204a BUS 160a FIN 240a ECON 135a FIN 216f	BUS 135a BUS 153a BUS 155a BUS 160a FIN 216f
<b>Senior Thesis</b>	<b>Consumer Behavior Marketing Electives</b> BUS 155a PSYC 12a PSYC 31a PSYC 33a PSYC 34b PSYC 36a PSYC 38a  <b>Quantitative Marketing Strategy Electives</b> BUS 111a BUS 160a BUS 117a FIN 204a	BUS 117a FIN 201a FIN 202a FIN 204a FIN 261a FIN 270a FIN 280a FIN 231f FIN 240a ECON 171a	BUS 135a BUS 117a FIN 204a FIN 261a FIN 280a FIN 240a

4. **General format of final project:** 30 pages with footnotes in an exhibit (or 35 pages with embedded footnotes), double spaced, Times New Roman, font size 11, with 1" margins all around.
5. Each **completed Honors Project** must meet the following criteria:
  - a. Rigor – use of appropriate Data and established Methods
  - b. Analysis – either primarily data driven or a mix of qualitative and some data driven analysis.
  - c. Recommendations or Policy Implications – Clear interpretation of the Analysis