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

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

a. A business plan for a start-up
b. A business plan for a real estate venture
c. A business analysis of a company
d. A research project, with a tenured or tenure-track faculty member as a primary advisor

1. Regardless of which alternative is considered, an Honors student will have to complete the following courses BY THE END OF THE 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 ECON 83a or BIO 51a. If the student has taken BUS 1b, or another statistics course other than the two listed above, the student should supplement with one of the following options:

<table>
<thead>
<tr>
<th>University</th>
<th>Course Title</th>
<th>URL</th>
<th>Cost to Student (for Cert)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U Amsterdam (Coursera)</td>
<td>Methods and Statistics in Social Sciences Specialization (course #4)</td>
<td><a href="https://www.coursera.org/specializations/social-science">https://www.coursera.org/specializations/social-science</a></td>
<td>$49</td>
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<tr>
<td>MIT (EdX)</td>
<td>Data Analysis for Social Scientists</td>
<td><a href="https://www.edx.org/course/data-analysis-social-scientists-mitx-14-310x">https://www.edx.org/course/data-analysis-social-scientists-mitx-14-310x</a></td>
<td>$49</td>
</tr>
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2. Students interested in a research project with a tenured or tenure-track faculty member as faculty advisor will be required to 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 area of consumer behavior marketing

3. In addition, depending on which alternative is considered, students will be required to 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 **research project**, with a tenured or tenure-track faculty member as primary advisor: at least one elective from the list of electives in the table below

**Electives list:**

<table>
<thead>
<tr>
<th></th>
<th>Quantitative Marketing/Strategy or Consumer Behavior Marketing</th>
<th>Finance/Accounting</th>
<th>Real Estate</th>
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<tbody>
<tr>
<td><strong>Business Plan</strong></td>
<td>BUS 153a, BUS 155a, BUS 160a</td>
<td>BUS 117a, FIN 204a</td>
<td>BUS 135a, BUS 153a, BUS 155a, BUS 160a</td>
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<tr>
<td><strong>Business Analysis</strong></td>
<td>BUS 153a, BUS 117a, FIN 204a, BUS 155a</td>
<td>BUS 117a, FIN 204a, ECON 135a, FIN 216f</td>
<td>BUS 135a, BUS 153a, BUS 155a, BUS 160a</td>
</tr>
<tr>
<td><strong>Academic Research Project</strong>*</td>
<td><strong>Consumer Behavior Marketing Electives</strong>&lt;br&gt;BUS 155a, PSYC 12a&lt;br&gt;PSYC 31a, PSYC 33a&lt;br&gt;PSYC 34b, PSYC 36a&lt;br&gt;PSYC 38a&lt;br&gt;&lt;br&gt;<strong>Quantitative Marketing Strategy Electives</strong>&lt;br&gt;BUS 160a, BUS 117a, FIN 204a</td>
<td>BUS 117a, FIN 204a, FIN 261a, FIN 270a, FIN 280a, FIN 231f, FIN 240a</td>
<td>BUS 135a, BUS 117a, BUS 204a, BUS 261a, BUS 280a, FIN 240a</td>
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</table>

* If the primary advisor for a research project feels that another course is more appropriate for a particular project then the primary advisor in consultation with the Honors Coordinator shall substitute the required course.

3. **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.

4. 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