

An interdepartmental program

Courses of Study:  
Minor

## Business

### Objectives

The Business Program introduces undergraduates to the functions and problems of business enterprise and helps them to acquire skills and perspectives essential to a business career. Administered and staffed by the Brandeis International Business School and the School of Arts and Sciences, the curriculum allows students to combine ideas and methods from liberal arts disciplines with an intensive education in business thinking and practice.

### How to Become a Minor

The program is designed to be accessible to any Brandeis undergraduate and to serve students with a broad range of interests. It welcomes all students who wish to augment their liberal arts education with a brief but sophisticated overview of business issues. Satisfactory completion of the program is noted on the student's transcript.

### Committee

**Edward Bayone, Chair**  
(International Business School)

**Maura Jane Farrelly**  
(American Studies; Journalism)

**Richard Gaskins (on leave spring 2009)**  
(American Studies; Legal Studies)

**Benjamin Gomes-Casseres**  
(International Business School)

**Andrew Molinsky**  
(International Business School; Psychology)

**Paroma Sanyal**  
(Economics)

**Xin Wang**  
(International Business School)

### Faculty

**Edward Bayone, Chair**  
(International Business School)

**Preeti Banerjee**  
(International Business School)

**Alfonso Canella**  
(International Business School)

**Benjamin Gomes-Casseres**  
(International Business School)

**Richard Keith**  
(International Business School)

**Charles Reed**  
(International Business School)

**Detlev Suderow**  
(International Business School)

**Xin Wang**  
(International Business School)

**Hagit Weihs**  
(International Business School)

**Grace Zimmerman**  
(International Business School)

### Requirements for the Minor

**A.** Two core courses, one in economics and one in business: ECON 2a and BUS 10a.

**B.** One core course in accounting and statistics: BUS 4a or BUS 6a. Students who take a statistics course in another department (e.g., ECON 83a, PSYC 51a, MATH 36a,b, or another statistics course approved by the program advising head) should take BUS 6a. Students who do not take any statistics course should take BUS 4a.

**C.** One course providing an alternative perspective on business: any cross-listed course (e.g., not BUS), except for ECON courses.

**D.** Two electives: One should be a BUS course (except BUS 89a or BUS 98a) and the other can be any BUS or cross-listed course, including ECON courses (but not including statistics courses).

**E.** No course with a final grade below C can count toward fulfilling the requirements for the minor in business.

### Special Notes Relating to Undergraduates

No more than two courses may be double-counted for another major or minor. Upon approval of the program advising head, more advanced BUS courses in the International Business School or courses taken during a Brandeis-approved study abroad may be used as substitutes for BUS electives in the program.

Students may elect to specialize in various fields, such as globalization and business, finance, entrepreneurship, business and society, and business and government. The program advising head will advise on appropriate courses for specialization. This specialization does not appear on the student's transcript.

Students interested in taking a BUS internship for credit should consult the description and enrollment information for BUS 89a (below) or the Web site for business internships: [www.brandeis.edu/programs/internships/pages/bus.html](http://www.brandeis.edu/programs/internships/pages/bus.html). Normally, BUS 92a (independent academic internship) is not offered; BUS (or ECON) students who wish to do internship courses should enroll in BUS 89a. BUS 89a is a four-credit course and can satisfy the second category of BUS electives under D (above). Most BUS 89a students do their internships in the same semester they enroll for the classes, but internships can also be done during a prior academic semester or summer. Searching the university's main Web site for "internships" will lead to information on availability of courses, guidelines, and requirements.

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## Courses of Instruction

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### (1–99) Primarily for Undergraduate Students

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#### BUS 4a Introduction to Accounting and Statistics

[ ss ]

*Prerequisite: ECON 2a. A core course for the business minor. Open only to students in the business minor who are not economics majors.*

An introduction to the accounting and quantitative skills that are central to business decision making. Includes financial statement preparation and analysis, accounting ethics, and basic statistical methods. Usually offered every year.  
Staff

#### BUS 6a Financial Accounting

[ ss ]

*Prerequisite: ECON 2a. This course may not be repeated for credit by students who have taken FIN 212a or ECON 12a in previous years.*

Develops basic concepts and accounts and applies them to income measurement, capital values, and costs. Through the use of cases, develops the basis for rational choice and control of business activity. Usually offered every semester.  
Mr. Keith

#### BUS 10a Functions of the Capitalist Enterprise

[ ss ]

*Prerequisite: ECON 2a (may be taken concurrently) or permission of the instructor.* Introduces the internal complexity of modern businesses and the various roles they play in society. First examines the internal workings of firms—marketing, operations, finance, and other functions. Subsequently, the relationships between businesses and their context—the economy, social issues, and government are studied. Usually offered every semester in multiple sections.  
Ms. Banerjee, Mr. Bayone, Mr. Canella, Mr. Reed, and Ms. Wang

#### BUS 30a Entrepreneurship and Innovation

[ ss ]

*Prerequisite: ECON 2a. An elective course for the business minor.*

Explores why, when, and how to start a new business venture. Includes identifying opportunities, gaining access to resources, and assembling a team with key skills. Uses lectures, case discussions, and outside speakers to introduce issues in both theory and practice. Usually offered every year.  
Mr. Reed

#### BUS 60a Business and Marketing Strategy

[ ss ]

*Prerequisite: ECON 2a; BUS 6a and BUS 10a are recommended.*

An introduction to key concepts in competitive strategy and marketing, which are used to help firms create, sustain, and capture value. Topics include industry analysis, competitive advantage, market identification, and marketing policies. Incorporates case studies, discussion method, team projects, and business research. Usually offered every year.  
Ms. Zimmerman

#### BUS 70a Business in the Global Economy

[ ss ]

*Prerequisite: ECON 2a; BUS 6a and BUS 10a are recommended.*

Modern firms frequently cross national borders to find new markets and resources. Their strategies are then shaped by the international economy and by the policies of national governments. Using case discussion, students explore why and how U.S., Japanese, and European firms operate outside their home countries. Usually offered every year.  
Ms. Zimmerman

#### BUS 71a Introduction to Finance

[ ss ]

*Prerequisite: ECON 2a; BUS 6a or BUS 4a are recommended. This course may not be taken for credit by students who have previously taken ECON 71a or ECON 171a. This course cannot be counted as an elective toward the economics major or minor.*

Introduces students to topics and methods in the field of finance. Covers how firms secure financing via equity and debt markets, valuation of stocks and bonds, fundamental analysis techniques, capital budgeting techniques, relationship of risk and return, and the time-value-of-money. Usually offered every year.  
Staff

#### BUS 75a Financial Analysis for Management

[ ss ]

*Seniors will have priority for admission. Students must complete all other required business minor courses before taking BUS 75a.*

Examines management decisions using quantitative, strategic, and financial analysis. Special attention to large companies with financial challenges and industries in transition, such as automobile, airlines, and oil. Also examines how industry trends affect the decisions of small businesses and investors. Usually offered every year.  
Mr. Canella

#### BUS 89a Work in the Global Business Environment: Internship and Seminar

Normally students arrange an internship placement prior to registration and the internship is concurrent with the seminar. Students wishing to fulfill the internship component during the summer must obtain approval from the instructor prior to the internship and then enroll in the following fall (or spring) semester. The course will meet every other week and a structured journal documenting the internship experience is required as a basis for seminar participation. The course encourages students to pool experiences and lessons drawn from various business environments and to analyze and discuss them in the context of related readings. Usually offered every fall and spring.  
Mr. Suderow

#### BUS 98a Independent Study

Normally available for a student who has taken a course and wishes to pursue further reading or research in that field or study a subject not listed among the department course offerings. Usually offered every year.  
Staff

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## Core Courses

#### BUS 4a

Introduction to Accounting and Statistics

#### BUS 6a

Financial Accounting

#### BUS 10a

Functions of the Capitalist Enterprise

#### ECON 2a

Introduction to Economics

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## Elective Courses

#### BUS 30a

Entrepreneurship and Innovation

#### BUS 60a

Business and Marketing Strategy

#### BUS 70a

Business in the Global Economy

#### BUS 71a

Introduction to Finance

#### BUS 75a

Financial Analysis for Management

#### BUS 89a

Work in the Global Business Environment: Internship and Seminar

#### BUS 98a

Independent Study

**Cross-Listed Courses****ECON 8b**

The Global Economy

**ECON 57a**

Environmental Economics

**ECON 76b**

Labor Economics

**ECON 77a**

Introduction to Regulation and Public Policy

**ECON 80a**

Microeconomic Theory

**ECON 135a**

Industrial Organization

**ECON 161a**

International Finance

**ECON 171a**

Financial Economics

**ECON 172b**

Money and Banking

**ECON 174a**

Corporate Finance

**ECON 177b**

Economic Regulation and Deregulation

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The following courses are eligible as "alternative perspectives on business" (refer to requirement item C earlier in this section):

**AAAS 126b**

Political Economy of the Third World

**AMST 188b**

Justice Brandeis and Progressive Jurisprudence

**AMST 189a**

Legal Foundations of American Capitalism

**ANTH 163b**

Production, Consumption, and Exchange

**COSI 33b**

Internet and Society

**HIST 108b**

Corporations, Cooperatives, and Cartels: Four Centuries of American Business

**HIST 160b**

American Legal History II

**HS 104b**

American Health Care

**HS 110a**

Wealth and Poverty

**HSSP 104b**

Health Economics

**JOUR 103b**

Advertising and the Media

**LGLS 129b**

Law, Technology, and Innovation

**PHIL 13b**

The Idea of the Market: Economic Philosophies

**POL 172b**

Introduction to International Political Economy

**PSYC 34b**

Social Psychology

**PSYC 150b**

Organizational Behavior

**SOC 1a**

Order and Change in Society

**SOC 117a**

Sociology of Work