

An interdepartmental program

Courses of Study:
Minor

Business

Objectives

The Business Program (BUS) 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

Benjamin Gomes-Casseres, Chair
(International Business School)

F. Trenergy Dolbear
(Economics; International Business School)

Maura Jane Farrelly
(American Studies; Journalism)

Richard Gaskins
(American Studies; Legal Studies)

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Richard Keith
(International Business School)

Charles Reed
(International Business School)

Xin Wang
(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. 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 (usually spring), 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.

Courses of Instruction

(1–99) Primarily for Undergraduate Students

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 (formerly IEF 204a) 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.

Mr. Bayone and Mr. Reed

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 40a Business and the Internet

[ss]

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

The Internet is changing business and reshaping competition. Which rules of business economics will apply to the 'Net Economy and which new ones will arise? These issues are explored, but as there are yet few clear answers students are expected to be actively involved in shaping our collective learning. Usually offered every year.

Mr. Gomes-Casseres

BUS 60a Business and Marketing Strategy

[ss]

Prerequisite: ECON 2a. BUS 6a and 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 is required; 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. This course should not be taken concurrently with ECON 171a. This course may not be taken for credit by students who have previously taken ECON 71a or 171a. This course cannot be counted as an elective toward the economics major or minor.

Designed to give students an overview of the issues involved in modern finance. Topics include random walks, bubbles, derivative markets, online trading, hedge funds, foreign exchange markets, and recent international crises. 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 must arrange an internship placement prior to registration and the internship is concurrent with the seminar. Students wishing to fulfill the internship component of the course in a semester when the seminar is not offered or during the summer must obtain approval from the instructor prior to the internship. A structured journal documenting the internship experience is required as a basis for seminar participation.

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 spring.

Mr. Dolbear

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

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

Elective Courses

BUS 30a

Entrepreneurship and Innovation

BUS 40a

Business and the Internet

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

The following courses are eligible as
“alternative perspectives on business” (refer
to requirement item C on previous page):

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 160b
American Legal History II

HS 104b
American Health Care

HS 110a
Wealth and Poverty

JOUR 103b
Advertising and the Media

LGLS 129b
Law, Technology, and Innovation

PHIL 13b
The Idea of the Market: Economic
Philosophies

POL 166b
Seminar: Issues in International Political
Economy

POL 172b
Introduction to International Political
Economy

PSYC 150b
Organizational Behavior

SOC 117a
Sociology of Work