



Rice Undergraduate Business Minor Program

The Undergraduate Business Minor is an integrated set of six courses designed to provide Rice undergraduates with a foundation in the essential business disciplines.

BUSI 296 Business Communication (3)

Provides an introduction to business, focusing on the strategy and practice of effective communications in business situations. The course includes individual communication skills assessment and development as well as team-based oral and written communication instruction. Graduate level students may not enroll. *No prerequisites.*

BUSI 305 Financial Accounting (3)

Covers the preparation, analysis, and use of corporate financial statements; asset and liability valuation and income determination; receivables, inventories, present values, tangible and intangible fixed assets, bonds, leases, shareholder equity, inter-corporate investments, consolidations and cash flow accounting. Graduate level students may not enroll. *No prerequisites.*

BUSI 310 Leading People in Organizations (3)

Introduces the sociological and social psychological processes underlying individual and group behavior in organizations and how they can be effectively managed. Topics include leadership effectiveness, team processes, organizational change and innovation, job-related attitudes, work motivation, organizational culture and climate, and cross-cultural issues in management. Graduate level students may not enroll. *No prerequisites.*

BUSI 343 Financial Management (3)

Develops the basic concepts of corporate financial management and introduces a set of analytical tools to evaluate financial decisions. Employs concepts of time value of money, risk and return, and market efficiency to examine how capital market investors value risky assets. Develops a framework for evaluating corporate investment and financing decisions. Graduate level students may not enroll. *Prerequisites: STAT 280*, BUSI 305 and ECON 100 OR ECON 200*

BUSI 380 Marketing (3)

Introduces the role of marketing in organizations and the principal marketing decisions facing management. Topics include marketing planning and strategy; buyer behavior; development and management of products and services; branding; channels of distribution; sales, advertising and promotional methods; pricing strategy; and the development of integrated marketing strategies and programs. Graduate level students may not enroll. *Prerequisites: STAT 280* and ECON 100 OR ECON 200*

BUSI 390 Strategic Management (3)

Examines the strategic management of businesses in market and non-market environments. Key topics include competitive and industry analysis, strategy formulation and implementation, and strategic planning. Case discussions of real companies are combined with readings concerning the key topics. Graduate level students may not enroll. *Prerequisite: BUSI 305. Recommended Prerequisite(s): ECON 100 OR ECON 200. Mutually Exclusive: Credit cannot be earned for BUSI 390 and BUSI 471.*

Alexander W. Butler, Ph.D.

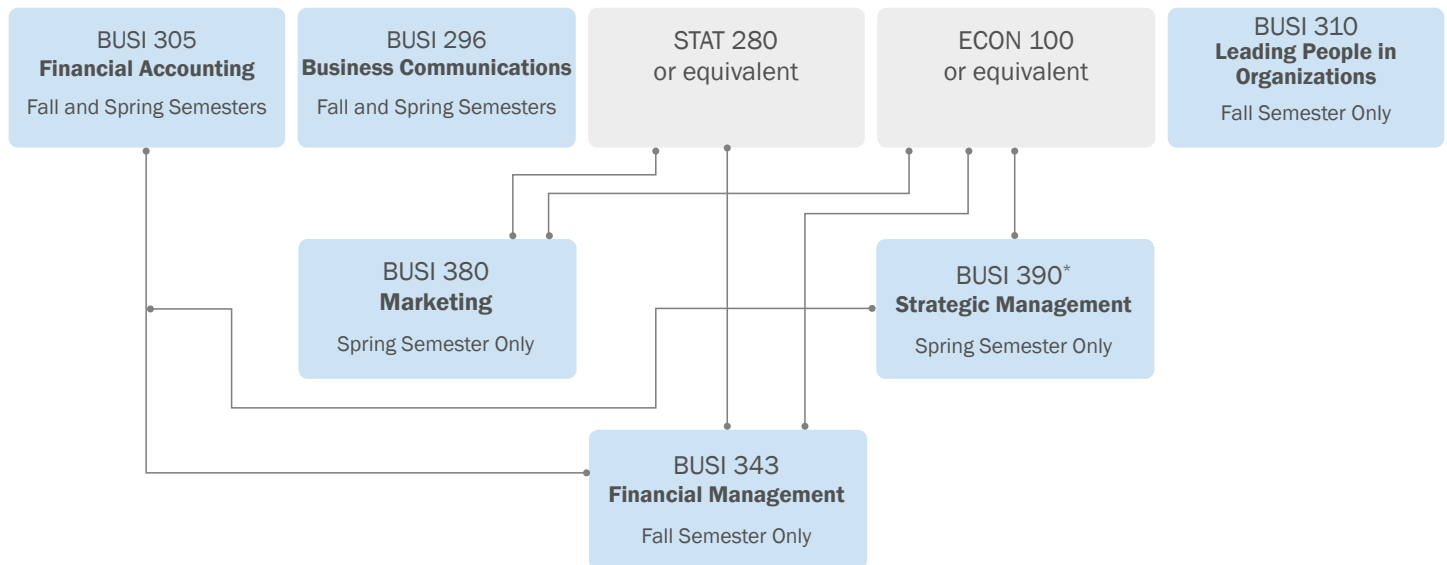
Professor of Finance, Faculty Lead of
Undergraduate Business Studies
alex.butler@rice.edu

Natalia Piqueira, Ph.D.

Assistant Clinical Professor of Finance,
Director of Undergraduate Business Programs
Natalia.Piqueira@rice.edu

RICE BUSINESS UNDERGRADUATE MINOR

Requirements and non-BUSI pre-requisite courses



FREQUENTLY ASKED QUESTIONS

Why offer an Undergraduate Business Minor?

The Business Minor complements and adds diversity to the outstanding courses available to Rice undergraduates. Students who are following their passions in the sciences, engineering, or the humanities can also acquire a basic understanding of the fundamentals of business. Moreover, through the Business Minor they can develop their critical thinking and communications skills, both of which will provide value whatever their future education or career goals may be.

Who can enroll for Business Minor courses?

The courses in the program are open to any degree-seeking Rice undergraduate who meets enrollment requirements, not just to students who have declared an intention to complete the Minor. Three courses, Business Communications (BUSI 296), Financial Accounting (BUSI 305), and Leading People in Organization (BUSI 310) have no prerequisites. Other courses require prior coursework at Rice in statistics and microeconomics. Please see the detailed course descriptions for specifics on these prerequisites.

Do students need the prerequisites?

Yes. Microeconomics and statistics are required because these courses provide the foundation for many of the concepts developed in the business courses. The statistics requirements can be fulfilled by completing STAT 280 or an approved alternative (see below). The economics requirement can be fulfilled by completing ECON 100 at Rice.

Which courses are approved alternatives to STAT 280?

The following courses are approved: STAT 305 or STAT 310 or STAT 312 or STAT 315 or ECON 307 or POLI 395 or PSYC 339, plus any courses cross-listed with these courses.

What is the difference between the BUSI major and BUSI minor?

The business major builds on the minor. The two programs share five required courses but the major has a higher level mathematics and statistics requirement, additional required courses in management accounting and operations management and students earn a concentration in finance or management. Click [here](#) for a more detailed comparison of the major and minor.