

# Business

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Website: [business.sewanee.edu/minor](http://business.sewanee.edu/minor)

## Carey Fellows

Students who intend to declare a business minor can apply for the Carey Fellows program in one of two ways: 1) as incoming first-year students, or 2) during the fall semester of their sophomore year. The designation of Carey Fellow brings with it both a mark of distinction and additional requirements designed to prepare fellows for leadership positions in business and finance. The business minor and the pre-business program are also supported, with practical benefits as well as intellectually stimulating offerings, by The Babson Center for Global Commerce, directed by Mr. Chip Manning.

Carey Fellows are required to maintain a 3.33 GPA. In addition to completing course requirements for the minor, Carey Fellows must complete a semester-long internship off campus in their junior year, attend a Sewanee summer school session, complete two proseminar courses in their junior year and senior year and attend a specified number of Babson Center for Global Commerce events.

## Internship Requirement

With assistance from the Director of the Babson Center for Global Commerce, Fellows must secure and complete a semester-long internship off-campus during their junior year. Each Carey Fellow must register for and complete three full courses (12 semester hours) at Sewanee during the term of his or her internship. Instruction for two of these, PHIL 232 and ECON 360, will be begun in the summer (funded by the Carey program) with completion involving some final test(s) or paper(s) based, most likely in some part, on subject matter associated with the internship setting. The third course will be BUSI 352 or, in special circumstances, an Independent Study (444). Carey Fellows will then be considered enrolled as full-time, degree-seeking students during the period of the internship.

## Proseminar Course Requirement

During their junior year and senior year, fellows must complete two proseminar courses (BUSI 352 and BUSI 353) designed to complement their internship experience. Each seminar includes reading on topics such as business history or philosophical perspectives on capitalism.

The proseminars also draw on academic work within the business minor to enhance spreadsheet modeling skills, writing skills, and speaking skills. One full course (four semester hours of credit) will be awarded for completion of each seminar.

## Faculty

Associate Professor: Theyson (Chair)

Instructors: Shipps, Snyder

## Minor

An element of the Wm. Polk Carey Pre-business Program, the business minor is anchored in the belief that a liberal arts education offers the best foundation for a business career. Such an education provides broad understanding of human behavior and institutions, appreciation of global culture and of peoples around the world, and perspectives for developing personal values and ethical standards. It also encourages the sort of creativity and flexibility of mind that business leadership demands.

The business minor requires students to take courses in economics, accounting, finance, and business ethics and to elect specified courses from the disciplines of economics, psychology, political science, and computer science. In choosing elective courses, students must select one of three tracks: managerial, international, or finance. The managerial track is for students who wish to concentrate their electives in courses directly relevant to the management of complex business organizations. The international track is for students who have a particular interest in international business. The finance track is designed for students wishing to acquire a comprehensive grounding in modern finance. Corporate Finance (ECON 360), Investments (ECON 361), and Financial Derivatives (ECON 362) cover all topics on the Chartered Financial Analysts (CFA) exam and will be of special interest to students contemplating careers in finance or those who plan to take the CFA exam.

## Requirements for the Minor in Business

The minor requires successful completion of the following:

Code	Title	Semester Hours
<b>Course Requirements</b>		
BUSI 215	Fundamentals of Financial Accounting	4

ECON 101	Introduction to Microeconomics	4
ECON 360	Corporate Finance <sup>1</sup>	4
PHIL 232	Business Ethics	4
Select two additional approved electives identified under a common track (below) <sup>2</sup>		8
Total Semester Hours		24

<sup>1</sup> ECON 360, which is required of all students, has a prerequisite of statistics (STAT 204) and Introduction to Economics (ECON 101). All business minors should have completed STAT 204 and ECON 101 by the end of their sophomore year.

<sup>2</sup> Business minors who elect the finance track should complete BUSI 215 and ECON 360 by the end of their junior year.

### Managerial Track

Code	Title	Semester Hours
BUSI 216	Fundamentals of Managerial Accounting	4
BUSI 217	Marketing Strategy	4
CSCI 180	Business Data Communications and Computer Networks	4
CSCI 284	Database Design with Web Applications	4
CSCI 290	Data Mining	4
ECON 304	Labor Economics	4
ECON 315	Industrial Organization and Public Policy	4
ECON 341	Game Theory	4
ECON 348	Social Entrepreneurship	4
FORS 319	Natural Resource Management and Decisions	4
HIST 121	Consumer Culture and Its Discontents, 17th - 20th Centuries	4
PSYC 203	Social Psychology	4
PSYC 206	Industrial-Organizational Psychology	4
PSYC 208	Cognitive Psychology	4

### International Track

Code	Title	Semester Hours
BUSI 217	Marketing Strategy	4
ECON 310	Economic Development	4
ECON 343	International Trade	4
ECON 344	International Finance	4
ECON 345	Economic Development in China	4
ECON 346	Introduction to Asian Development	2
ECON 349	Selected Topics in Microfinance and Social Entrepreneurship	2
POLS 250	States and Markets in East Asia	4
POLS 366	International Political Economy	4
POLS 402	Topics in Political Economy	4

### Finance Track

Code	Title	Semester Hours
ECON 361	Investments	4
ECON 362	Financial Derivatives	4

## Courses

### Business Courses

#### **BUSI 215 Fundamentals of Financial Accounting (4)**

The instructional objective is to provide students with an understanding of the concepts that are fundamental to the use of accounting. A decision-making approach is employed which involves critical evaluation and analysis of information presented. Important analytical tools are integrated throughout the course.

#### **BUSI 216 Fundamentals of Managerial Accounting (4)**

The course focuses on the internal use of accounting information in the formulation of management decisions. Students learn how financial systems can add value to a company. Different costing systems, budgetary planning, and incremental analysis are among the course contents. A field trip is included. *Prerequisite: ACCT 215 or BUSI 215.*

#### **BUSI 217 Marketing Strategy (4)**

This course introduces students to concepts, analyses, and activities that comprise marketing. Topics include product positioning, market segmentation, and various aspects of the "marketing mix" such as advertising, distribution, and pricing. Emphasis is on the development and use of analytical skills to solve marketing problems. Significant attention is also devoted to cross-cultural issues, the relation of marketing to underlying social science disciplines (including economics, psychology, sociology, and anthropology), and the ethics of marketing decisions. *Prerequisite: BUSI 215 or ECON 360. Prerequisite or Corequisite: PSYC 100 or PSYC 101 or ANTH 104.*

#### **BUSI 352 Proseminar I (4)**

Designed to complement the student's internship experience, this seminar features a selected topic involving the study of business and markets such as business history or philosophical perspectives on capitalism. The seminar includes instruction designed to help students develop practical business skills. Open only to Carey Fellows. *Prerequisite: ECON 101.*

#### **BUSI 353 Proseminar II (4)**

A continuation of proseminar I. Open only to Carey Fellows. *Prerequisite: ECON 101 and BUSI 352.*

#### **BUSI 385 Special Topics (2 or 4)**

A selection of topics are explored depending on interest. May be repeated when topic differs.