

THE AMERICAN UNIVERSITY OF ROME
DEPARTMENT OF BUSINESS STUDIES
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MINOR Credit Requirements

MINOR/CONCENTRATION IN ECONOMICS

18 credits

Students pursuing any of the University's other bachelor degree programs may minor in Economics. Business Administration majors may declare a Concentration in Economics.

ECO 211 Principles of Macroeconomics
ECO 212 Principles of Microeconomics
ECO 311 Intermediate Macroeconomics
ECO 312 Intermediate Microeconomics
Two upper division (300 or 400 level) economics courses

MINOR/CONCENTRATION IN MARKETING

18 credits

Students pursuing any of the University's other bachelor degree programs may minor in Marketing. Business Administration majors may declare a Concentration in Marketing.

MKT 100 Principles of Marketing
MKT 200 Integrated Marketing Communications
MKT 301 Consumer Behavior
Two upper division (300 or 400 level) marketing courses
MKT 403 Marketing Management (capstone course)

MINOR/CONCENTRATION IN BUSINESS OF ART

Students pursuing any of the University's other bachelor degree programs may minor in Business of Art. Business Administration majors may declare a Concentration in Business of Art. The minor/concentration in Business of Art is a joint venture with the Department of Arts & Humanities and aims to give students a background to art administration and management. The concentration is composed of two gateway courses, two cultural management electives and two art-related electives.

Gateway courses:

MGT 100	Principles of Management
MKT 100	Principles of Marketing

Cultural Management Electives, two from:

MGT 315	Management of Cultural Heritage (Cross listed with ART 315)
MGT 320	Art Gallery Management (Cross listed with ART 320)
MGT 322	Museum Management (Cross listed with ART 322)

Plus two courses from the art-related elective list. (see '**Art Related Electives**' under '**A. Degree Program: Bachelor of Arts in Art History**').

MINOR IN INTERNATIONAL BUSINESS

18 credits

Students pursuing any of the University's other bachelor degree programs may minor in International Business.

At least six courses are required, including:

ACC 101	Accounting I
MGT 100	Principles of Management OR MKT 100 Principles of Marketing
BUS 300	Introduction to International Business
MGT 402	International Management
Plus two additional upper division (300 or 400) International Business courses	

The following are among the courses recommended for students interested in focusing on International Business:

BUS 300	Introduction to International Business
BUS 308	International Economic Organizations
BUS 302	International Business Law
COM 300	European Mass Media
COM 405	Intercultural Communication
ECO 301	International Trade

ECO 303	Economics in Transition
ECO 304	The Italian Economy
FNC 301	International Finance
ITL 210	Italian Culture
MGT 300	Government Policy and Multinational Companies
MGT 301	International Dimensions of Organizational Behavior
MGT 304	Negotiating Globally
MGT 401	Strategic Management
MGT 402	International Management
MKT 303	Special Topics in Marketing & Organizational Communication in Italy
MKT 400	International Marketing
MKT 400	Marketing Management
POL 202	Comparative Politics
POL 400	Italian Political Thought
POL 402	International Law
POL 300	European Union

Students may declare only one minor and only one concentration.