

***The Liberal Arts of Business Education at Simmons
A Review of Relevant Undergraduate Business Courses***

This document is intended to assist advisors working with undergraduates across Simmons University regarding business courses they might be interested in studying to round out their programs with an eye towards business or career development. Many of these courses assist with completion of a Key Content Area (KCA) or may be ideal for one of the three integrated course clusters to design and explore as part of the 3-D for Simmons’ PLAN general education requirements. None of these has a prerequisite. The samples provided are intended to stimulate ideas and should not be limiting by discipline.

College	Sample Primary Discipline	Relevant Business Course	KCA	Abbreviated Course Description
CNBHS	School of Nursing	BUS 220 – Intro to Health Systems	SH	How the US health system works; balancing affordability, quality, and access
	Biology	BUS 239 – Health Care Finance	QL	Health care reimbursement, financial reporting, and performance management
	Chemistry and Physics	BUS 250 – Marketing	SH	Marketing management, including market analysis, research, and tactical plans
	Exercise Science	BUS 236 – Retail Management		Study forces driving global retail industry: marketing, merchandising, and buying
	Nutrition	BUS 230 – Why We Buy		Consumer psychology and behavior
	Psychology	BUS 218/219 – HR for Everyone; HR for People Mgrs.	SH	Managing employees, e.g. designing jobs, recruitment, and motivating performance
COCIS	Mathematics	BUS 100 – Intro to Business and Management	SH	Functions, processes, and activities of a manager in a global marketplace
	Computer Science	BUS 221 – Project Management		Tools for planning and controlling projects, including allocating resources
	Statistics	BUS 291 – Diversity, Equity, and Inclusion		Critical thinking on identity and bias
CSSPP	School of Social Work	BUS 112 – Personal Finance	QL	Problem-solving for life decisions, e.g. credit, loans, leases, insurance, taxes, etc.
	Economics	ACCT 110 – Financial Accounting	QL	Decision-making based on understanding financial statements
	Political Science & Int’l Relations	BUS 214 – International Business	GC	How business operates globally, drawing upon politics, economics, and finance
	Public Health	BUS 232A – Intro to Advertising		Major marketing communication outlets, including creative media strategies
	Sociology	BUS 213 LC – Nonprofit Management		Structural components of nonprofit sector, e.g. boards, funding, and planning
IFILL	Africana Studies	BUS 251 – Digital Marketing		Build loyalty in digital environments by connecting with stakeholders
	Art and Music	BUS 137 – Entrepreneurial Mindset		Skills of play, experimentation, and creativity; design thinking for innovation
	Communications	BUS 229 LC – People, Planet, and Profits	SH	Corporate social responsibility; driving social change and competitive advantage
	English	BUS 242 LC – Social Entrepreneurship	SH	Leadership skills for solving social problems; best practice communications
	History	BUS 224 – Socially-Minded Leadership	SH	Bringing ideas and people together for positive change; leadership awareness
	Modern Languages & Literatures	BUS 234 – Organizational Communication & Behavior	SH	Gain insight as a team member and a leader; build skills for persuasion
	Philosophy	BUS 180 – Business Law		Legal/ethical principles governing business
	Women’s and Gender Studies	BUS 231 – Creating Brand Value		Brand management: best practices for crafting stories for consumers

Courses that Complement Various Majors

The chart above illustrates the flexibility of taking business courses that do not have prerequisites to strengthen the student's overall understanding of and skills for the workplace. While all of them are interesting and provide value, the most popular of these for non-business majors are:

BUS 100 – Intro to Business and Management
BUS 112 – Personal Finance
BUS 220 – Intro to Health Systems
BUS 230 – Why We Buy
BUS 234 – Organizational Communication & Behavior
BUS 251 – Digital Marketing

Minors that Complement Various Majors

The School of Business, in addition to offering minors in the same disciplines that it offers majors (Accounting, Finance, Marketing, and Retail Management), it offers three minors specifically intended to complement non-business majors:

- Business
- Health Care Management
- Leadership for Social Impact

Business

A minor in Business includes the study of five key courses that provide fundamentals to master an understanding of organizations and management functions:

BUS 100 – Intro to Business and Management
ACCT 110 – Financial Accounting
BUS 234 – Organizational Communication and Behavior
BUS 250 – Marketing
BUS 260 – Financial Management

This pairs with any non-business major for the student who wants to supplement their study of the humanities, sciences, or social sciences with a focus on applying these interests in business and the workplace.

Health Care Management

This minor is intended for students planning to work in health services in an administrative, clinical, or research capacity. Its interdisciplinary study enables students to better appreciate the inner workings of the environment and funding of the workplace they will be entering:

BUS 100 – Intro to Business and Management
BUS 220 – Intro to Health Systems
BUS 239 – Health Care Finance

In addition, students select two electives, from a menu of relevant courses across the University, which will develop skills and policy knowledge for the health care arena.

Leadership for Social Impact

This minor is intended for students with a passion for social justice who would like to enhance their overall learning by amplifying their skills for understanding and leading organizational change. Required courses include:

BUS 100 – Intro to Business and Management
BUS 137 – Entrepreneurial Mindset
BUS 234 – Organizational Communication & Behavior

The remaining two courses are electives from the School of the Business and can be selected from a variety of topics depending on the student's interests and needs, such as human resource management; diversity, equity, and inclusion; negotiations; international business; corporate social responsibility; and socially-minded leadership.