Overview

With a Ross Business Minor, you can complement your undergrad major from another University of Michigan college with core business concepts. A cohesive set of courses arms you with the fundamental business skills that will round out your education.

Admission

To be eligible to apply for competitive admission to the minor, you must successfully complete the prerequisites and have junior standing or above by the end of the winter term in which you apply. The application is available in December and due on March 31 for fall term admission.

Fall 2020 Admission Information

| Applicants | 761 |
| Enrolled   | 280 |
| Average U-M GPA | 3.75 |
| In-State   | 38% |
| Women      | 54% |
| Underrepresented Minorities | 8% |
| International | 13% |

Curriculum Requirements

The Business Minor curriculum consists of 15 credit hours and has flexible core and elective components. Eligible courses taken prior to acceptance to the minor can be used to fulfill the 15 credit-hour requirement; however, all minor requirement courses must be completed at Michigan Ross for credit and for a grade. A minimum cumulative GPA of 2.000 is required within the minor coursework.

| PREREQUISITES |
| MATH 105, or 115, or 120¹ |
| LSA First-Year Writing, UARTS 150, ARTDES 129, or ENGR 100 |

| CORE COURSES (12 CREDITS) |
| ACC 300 or ACC 471 |
| FIN 302 or TO 302 |
| MO 302 or MKT 302 |
| STRATEGY 302 or Action-Based Learning² |

| BUSINESS ELECTIVES (3 CREDITS) |
| 3 credits minimum from approved list² |

¹ The MATH 105, 115, or 120 prerequisite may be satisfied by AP, IB, A-Level, or upper level MATH courses at U-M-Ann Arbor. See michiganross.umich.edu/BM/how-to-apply for more information on departmental and transfer credit.

² Students admitted to the Business Minor will work with an academic advisor in the Michigan Ross Office of Undergraduate Programs to determine the appropriate action-based learning and elective coursework.
Prerequisites
MATH 105, or 115, or 120: College credit for Pre-Calculus, Calculus I, Calculus II, or Calculus III on the official U-M transcript is required. Students who have upper level MATH courses will meet this requirement. First-Year Writing Requirement: Students must have completed an LSA-approved First-Year Writing Requirement course, ENGR 100, or UARTS 150. Students that have received a first-year writing requirement exception through Sweetland must submit this exception to Ross Undergraduate Admissions.

Co-Requisite
ECON 101 Microeconomics must be completed by graduation. ECON 101X (AP credit) is not accepted.

Core Requirements
(12 credits; can be completed in any order):
• ACC 300 Financial Accounting (3) OR
  ACC 471 Accounting Principles (3)
• FIN 302 Making Financial Decisions (3) OR
  TO 302 Managing Business Operations (3)
• MKT 302 Marketing Management (3) OR
  MO 302 Positively Leading People and Organizations (3)
• STRATEGY 302 Business Strategy (3) OR
  action-based learning course from the following list:
  —  BA 453 C-MAP (3)
  —  BA/STRATEGY 445 Base of the Pyramid—Business Innovation for Solving Society’s Problems (3)
  —  ES 395 Entrepreneurial Management (3)
  —  MKT 401 Strategic Marketing Planning (3)
  —  MO 355 Magnify Immersion Program (6)
  —  MO 463 Leading Creativity and Innovation (3)
  —  MO/STRATEGY 470 Strategic Management of Knowledge in Professional Service Firms (3)
  —  STRATEGY 492 Dynamic Capabilities Through Corporate Development (3)
  —  TO 465 Business Systems Consulting (3)
  —  TO 482 Projects in Operations, Purchasing and Supply Chain Management (7.5)

Elective Options
(3 credits minimum required):
• ACC 301 Managerial Accounting (3)
• ACC 312 Intermediate Financial Accounting (3)
• ACC 315 Cost Accounting (3)
• ACC 318 Financial Statement Analysis (3)
• BCOM 329 Social Media and the Changing Nature of Business Comm. (3)
• BCOM 369 Effective Business Presentations (3)
• BE 311 Public Policies Toward Business (3)
• BE 411 Cross-Cultural Negotiation and Dispute Resolution (3)
• BE 440/MATH 422 Risk Management & Insurance (3)
• BL 305 Legal Environment (3)
• BL 306 Law of Enterprise Organization (3)
• BL 309 Business Ethics & Accountability (1.5)
• BL 310 Negotiation & Dispute Resolution (1.5)
• BL 482 Real Estate Law (3)
• BUSABRD* (3)
• ES 250 Introduction to Entrepreneurship (3)
• ES/FIN 321 Commercial Real Estate Finance (1.5)
• ES/FIN 329 Financing Research Commercialization (3)
• ES/MKT 425 New Product Management (3)
• ES 427 Family Business (1.5)
• ES 444 Introduction to Microfinance (3)
• FIN 317 Corporate Financing Decisions (3)
• FIN 320 Real Estate Fundamentals (1.5)
• FIN 321 Commercial Real Estate Finance (1.5)
• FIN 334 Applied Quant/Value Portfolio Management (3)
• FIN 408 Capital Markets and Investment Strategy (1.5)
• FIN 409 Fixed Income Securities and Markets (1.5)
• FIN 415 Corporate Investment Decisions (3)
• FIN 425 Entrepreneurial Finance (3)
• FIN 440 Financial Trading (1.5)
• FIN 480 Options and Futures in Financial Decisions (1.5)
• MKT 303 Brand Management (1.5)
• MKT 310 Fundamentals of Sales Management (3)
• MKT 312 Retail Marketing Management (3)
• MKT 313 Consumer Behavior (3)
• MKT 316 Sensory Marketing (1.5)
• MKT 322 Digital Marketing (1.5)
• MKT 403 Brand Management (1.5)
• MKT 408 Pricing (3)
• MKT 409 Social Media Marketing (3)
• MKT 411 Advertising Management (1.5)
• MKT 418 Marketing Research and Analysis (3)
• MO 321 Leadership in Organizations (3)
• MO 324 Managing Professional Relationships (3)
• MO 414 Managing Change (3)
• MO 415 Introduction to Managing Human Capital (3)
• MO 455 Foundations in POS (Positive Organizational Scholarship)
• STRATEGY 310 The World Economy (3)
• STRATEGY 361 International Management (3)
• STRATEGY 411 Corporation in Society (3)
• STRATEGY 417 Behavioral Processes of Strategic Mgmt (3)
• STRATEGY 491 Business Model Innovation (3)
• TO 410 Supply Chain Management (3)
• TO 411 Decision Support with Excel (3)
• TO 414 Advanced Analytics for Management Consulting (3)

* All BUSABRD Global Immersion, Global Practicum, and Study & Intern Programs will count as approved elective courses.

Find Out More
Visit our website to learn more about the application process and curriculum at michiganross.umich.edu/undergraduate/business-minor.

Attend an information session to learn more about the minor, the application process, and writing the application essays. Events, dates, and registration information are listed online.

Connect With Michigan Ross
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