

# MINORS IN THE LEAVEY SCHOOL OF BUSINESS

A minor provides students with concentrated study in a particular aspect of a discipline.

The Leavey School of Business offers department minors and interdisciplinary minors. Below are the descriptions for each minor, for the requirements and the application process for each minor please visit the Leavey School of Business website.



## DEPARTMENTAL MINORS

**BUSINESS ANALYTICS** – This minor enables students to become adept at scientific, data-driven analysis of all aspects of business operations. Students learn how to use statistics, data management, data mining, and predictive and prescriptive modeling to turn data into information and insights to assist in making well-grounded business decisions. This minor is only open to the business students.

**ECONOMICS** - The minor in economics is taken through the College of Arts and Sciences. The rigorous, systematic analysis that the study of economics brings to bear on these and other real-world issues provides excellent preparation for careers in both the private and the public sectors, as well as for graduate study in economics, business, public policy, and law.

**MANAGEMENT INFORMATION SYSTEMS** – This minor enables non-MIS majors to enhance their understanding of the information technology that drives today's business. Students will learn how to create and manage information systems to support business functions. Being trained as business-oriented, technically

proficient individuals, students can find careers in every type of industry from healthcare and banking to media and gaming, as well as in the high tech industry.

**MARKETING** – A minor in Marketing will provide a broader understanding of the customer experience that is critical to companies today. The minor provides a strong foundation in understanding the value of a customer-centered focus, how to develop a marketing strategy as well as strengthening the ability to think strategically, creatively, and analytically to make decisions with a deeper understanding of stages of the customer journey. The minor is currently available to business majors.

**REAL ESTATE** – This minor supports undergraduate students from across the university as they explore and develop fundamental skills that can help them create and lead real estate companies. The courses for the Real Estate Minor have been designed such that students begin by learning the basic principles and terminology used in the real estate industry through the Real Estate Principles class. They then gain exposure to basic finance principles commonly used to evaluate and underwrite real estate transactions in classes like Real Estate Transactions and Real Estate Development. As they progress through the minor, students gain exposure to real estate case studies and important ancillary skills in a careful selection of courses that build from primary disciplines across the university.



## Interdisciplinary Minors

The Leavey School of Business administers four interdisciplinary minors open to business students and nonbusiness students: entrepreneurship, international business, and retail studies.

**ENTREPRENEURSHIP** - This minor provides students who may be interested in either developing a business or working in a startup company the chance to explore that career option and acquire the skills that can help them to be successful. Students completing the minor should develop an understanding of the venture creation process including how to generate and develop a new business concept, apply analytical tools to identify and evaluate entrepreneurial opportunities, create and evaluate a business plan, and analyze different funding sources for a new venture. A critical element of the program is an internship working with an emerging for-profit or social benefit organization. The entrepreneurship minor is open to all SCU students.

**SUSTAINABLE FOOD SYSTEMS** - This minor provides students with the opportunity to explore the intersection of global food systems, and sustainability. Courses in the minor address cultural aspects of food, food policies, nutrition and public health, social justice, sustainability, and entrepreneurial businesses creating new innovation and change within the food system. The minor prepares students for future careers in food industry management, food entrepreneurship, food policy, public health, and nutrition. Seven courses are

required to complete the minor, including an experiential learning course, and it is open to all SCU students.

**INTERNATIONAL BUSINESS** - This minor is designed to educate students in a broad range of management and business skills in a global context. The program includes coursework in language, social science, and international business, and is open to all undergraduate students. The minor provides students with an understanding of the social, economic, and political context of international business, the language communication skills, and the business skills to be effective managers in a global marketplace. Students are encouraged to participate in a study abroad program or internship to complement this minor.

**RETAIL MANAGEMENT INSTITUTE** - The Retail Management Institute provides undergraduate students with the minor in retail studies and the skills needed to succeed in the changing retail industry. Open to all SCU undergraduate students, the minor prepares students for a diverse set of leadership roles including e-commerce, buying, merchandising, planning and allocation, digital marketing/Merchandising, and supply chain management and analytics. In addition, students participating in the minor participate in retail conferences in NY, corporate visits, and have the ability to access certifications, internship experiences and learn from industry experts from Senior leadership panels. For more information see [www.scu.edu/business/retail-management-institute](http://www.scu.edu/business/retail-management-institute).



**LEAVEY SCHOOL  
OF BUSINESS**  
SANTA CLARA UNIVERSITY

### Undergraduate Business Programs

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Access our complete library of informational materials, detailing Leavey's academic majors, minors, and additional programs.

