

*Contact:*

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The Minor in Management and the Minor in Marketing Management are offered to those students who wish to expand their background and understanding of the managerial and marketing functions. These options will augment a student's specialty, make his/her degree more attractive to potential employers, and provide the background necessary for entrance into graduate degree programs in business or engineering management. Each minor consists of 27 credits as follows:

### Minor in Management

**Required Courses:**

- MS-221 Microeconomics
- MS-331 Business Law
- MS-340 Production Management  
or IE-331 Production Planning and Inventory Control
- MS-342 Management Principles
- MS-354 Principles of Accounting
- MS-356 Business Finance
- MS-361 Marketing

**Plus TWO electives from ONE of the following:**

General Management

- MS-327 International Business
- MS-344 Organizational Behavior and Leadership Development  
or SS-461 Organizational Psychology
- MS-442 Management in the Era of Rapid Technological Change
- MS-444 Business and Government Relations
- MS-448 Employment Law
- MS-4801 Project Management  
or IE-340 Project Management

Financial Management

- IE-423 Engineering Economy
- MS-322 Macroeconomics
- MS-358 Managerial Cost Accounting
- MS-439 Principles of Real Estate
- MS-452 Investment and Portfolio Analysis
- MS-457 Financial Intermediaries
- MS-459 Intermediate Accounting
- MS-4599 Managerial Finance

Operations Management

- MS-3405 Advanced Operations Management
- MS-3411 Leading Project Teams
- MS-393 Quantitative Management Techniques
- MS-3991 Supply Chain Management
- MS-3992 Operations Management Simulation
- MS-443 Labor Relations

Marketing Management

- MS-363 E-Business Marketing Strategies
- MS-365 Business-to-Business Marketing
- MS-462 Technical Selling
- MS-467 Marketing Research
- MS-468 Promotion and Advertising Strategies

## Minor in Marketing Management

### Required courses:

- MS-221 Microeconomics
- MS-331 Business Law
- MS-361 Marketing
- MS-363 E-Business Marketing Strategies
- MS-365 Business-to-Business Marketing
- MS-468 Promotion and Advertising Strategies
- MS-469 Advanced Marketing Strategies

### Plus TWO electives from the following:

- HU-494 Creative Thinking
- MA-340 Business Statistics
- MS-273 Web site Design
- MS-327 International Business
- MS-342 Management Principles
- MS-344 Organizational Behavior and Leadership Development
- MS-393 Quantitative Management Techniques
- MS-433 Small Business Management
- MS-441 Supervision
- MS-462 Technical Selling
- MS-467 Marketing Research
- MS-483 Database Management Systems
- TC-151 Theory of Human Communication
- TC-242 Persuasive Speech
- TC-342 Professional Presentation Techniques
- TC-351 Organizational Communication
- TC-381 Marketing Communications

In most cases, the courses required for the Minor in Management will entail taking courses above the minimum needed within a student's degree program requirements. Please see your advisor or the program director for more details. Students enrolled in the BUS, IB, BSM or MIS programs are not eligible to receive the Minor in Management. At least 50 percent of the requirements for a minor must be completed at MSOE.