

# MINORS

A minor is a secondary field of study and offers student a means to complement their major, explore a subspecialty, and/or broaden career alternatives. Minors may only be completed concurrently with a baccalaureate degree.

Please refer to [SIM GE website](#) for the modules applicable for each programme.

## Communication Minor

The Communication minor is designed to increase the practical experience and theoretical knowledge of students interested in developing a broad communicative skill set to augment their primary academic career.

The minor will provide students with the latest social science developments with an eye toward how that knowledge can be effectively applied in real-world contexts such as health, business, law, and so forth. Thus the minor can facilitate their communication knowledge and skills to become more effective in their workplace or graduate career.

### Required Modules

(minimum 2.5 overall GPA in the minor and no more than two pass-fail courses can be counted toward the minor)

- COM 101 Principles of Communication (3 credits)
- 1 200-level Communication Electives (3 credits)
- 4 300/400-level Communication Electives (12 credits)

## Economics Minor

The Economics minor allows students to understand core ideas in economics and their applications.

There is a balanced emphasis on instruction in theory, economic data, and applied economics. Instructional methods include lectures, presentations, debates, discussions, research term papers, and exams, with each chosen as appropriate to achieving course objectives.

These objectives include critical thinking, analysis of significant economic issues, evaluations of current economic policies, and data-driven measurements of the gains and losses that must be balanced when determining economically desirable policies.

### Prerequisite Modules

Choose one of the following:

- MTH 121 Survey of Calculus and Its Applications I (4 credits)
- MTH 131 Mathematical Analysis for Management (4 credits)

### Required Modules

(minimum 2.5 Economics GPA required)

- ECO 380 Economic Statistics and Data Analysis (3 credits)
- ECO 405 Microeconomic Theory 1 (3 credits)
- ECO 407 Macroeconomic Theory (3 credits)
- ECO 480 Econometrics I (3 credits)
- 3 300/400-level Economics Electives (9 credits)

## Geography Minor

Geography is concerned with the location and arrangement in space of human and natural phenomena, and with the interrelationships between people and their environments.

Geographic Information Systems focuses on the theoretical foundations geographical information science, the development and use of state-of-the-art software and emerging technology, and the collection, processing, and interpretation of geospatial information. International Trade focuses on economic and business geography, and it prepares students to critically assess the process of globalization operating in the world today, including the growth of multinationals and foreign direct investment, international trade, the internationalization of capital and financial markets, new international divisions of labor, and the rapid development of technology and innovations.

Urban and Regional Analysis focuses on a wide variety of economic and social problems related to transportation, land use, urban environment, housing, work and welfare, population changes and migration, and health within a geographical context.

### Geography Minor in General Geography

#### Required Modules

- GEO 101 Earth Systems Science I (3 credits) or
- GEO 103 Global Economic Geographies (3 credits)
- GEO 120 Maps: Earth from Above (3 credits)
- 4 300/400-level Geography Electives (12 credits)

### Geography Minor in Urban and Regional Analysis

#### Required Modules

- GEO 103 Global Economic Geographies (3 credits)
- GEO 366 Urban Geography (3 credits) or
- GEO 211 Univariate Statistics in Geography (4 credits)

### Geography Minor in International Business and World Trade

#### Required Modules

- GEO 103 Global Economic Geographies (3 credits)

#### Electives

Choose five of the following:

- GEO 330 Dynamics of International Business (3 credits)
- GEO 333 International Trade (3 credits)
- GEO 334 International Business Cultures (3 credits)
- GEO 366 Urban Geography (3 credits)
- GEO 419 Transportation & Society (3 credits)
- GEO 425 Industrial/ Business Geography (3 credits)
- GEO 460 Geography of Development (3 credits)

#### Electives

Choose three of the following:

- GEO 330 Dynamics of International Business (3 credits)
- GEO 334 International Business Cultures (3 credits)
- GEO 366 Urban Geography (3 credits)
- GEO 367 Urban Social Geography (3 credits)
- GEO 412 Geography of Health (3 credits)
- GEO 418 Population Geography (3 credits)
- GEO 419 Transportation & Society (3 credits)
- GEO 425 Industrial/ Business Geography (3 credits)
- GEO 460 Geography of Development (3 credits)
- GEO 482 Locational Analysis (3 credits)

## Management Minor

The management minor provides a foundation in the basic language and principles of business and complements advanced study in engineering, social science, health-related professions and other undergraduate majors.

Managers are needed in every organization and in every profession. By gaining an understanding of the basic functional areas of management, you'll have a competitive advantage in the marketplace and throughout your career.

### Prerequisite Modules

- MGG 150 Business and Society (3 credits)
- MGA 201 Introduction to Financial Accounting (3 credits)
- MGQ 201 Introduction to Statistics for Analytics (4 credits)
- PSY 101 Introductory Psychology (3 credits)

### Required Modules

- MGB 301 Organizational Behavior and Administration (3 credits)

### Electives

Choose three of the following:

- MGA 202 Introduction to Management Accounting (3 credits)
- MGF 301 Corporation Finance (requires at least concurrent registration in MGQ 301) (3 credits)
- MGM 301 Principles of Marketing (requires ECO 182) (3 credits)
- MGO 302 Production and Operations Management (3 credits)
- MGQ 301 Statistical Decisions in Management (3 credits)
- MGS 351 Introduction to Management Information Systems (4 credits)

## Marketing Minor

The marketing minor provides a focused view of marketing for the student with little or no background in business.

Modules address issues such as identifying and selecting the right consumers, understanding the interaction between these consumers and businesses, and being able to translate consumer needs and wants into products and services. The marketing minor may be particularly attractive to students majoring in communication.

### Prerequisite Modules

Choose one of the following:

- MGQ 201 Introduction to Statistics for Analytics (4 credits)
- PSY 207 Psychological Statistics (4 credits)

Choose one of the following:

- ECO 182 Introduction to Microeconomics (4 credits)
- MTH 131 Mathematical Analysis for Management (4 credits)
- PSY 101 Introductory Psychology (3 credits)

### Required Modules

- MGG 150 Business and Society (3 credits)
- MGM 301 Principles of Marketing (3 credits)
- MGM 403 Marketing Research (3 credits)
- MGM 404 Consumer Behavior (3 credits)

### Electives

Choose one of the following:

- MGM 402 Selling and Sales Force Management (3 credits)
- MGM 406 Product and Brand Management (3 credits)
- MGM 409 Advertising and Promotion (3 credits)

## Psychology Minor

The Psychology Minor is designed to address different standards for Knowledge Base in Psychology, Scientific Inquiry and Critical Thinking, and Ethical and Social Responsibility in a Diverse World. Students should demonstrate fundamental knowledge and comprehension of the major concepts, theoretical perspectives, historical trends, and empirical findings to discuss how psychological principles apply to behavioral problems.

The scientific inquiry and Critical Thinking skills in this domain involve the development of scientific reasoning and problem solving, including effective research methods. The skills for Ethical and Social Responsibility in a Diverse World in this domain involve the development of ethically and socially responsible behaviors for professional and personal settings in a landscape that involves increasing diversity.

### Required Modules

- PSY 101 Introductory Psychology (3 credits)
- PSY 207 Psychological Statistics (4 credits)
- 1 300-level Psychology Elective (3 credits)

### Electives

3 300-level PSY from different substantive areas (i.e., one course must be completed in at least three of the following four substantive areas listed):

SUBSTANTIVE AREA 1: CLINICAL

SUBSTANTIVE AREA 2: SOCIAL

SUBSTANTIVE AREA 3: COGNITIVE

SUBSTANTIVE AREA 4: BEHAVIORAL  
NEUROSCIENCE

## Sociology Minor

The Sociology provides students a platform to identify the major research methods used by sociologists, compare and contrast the utility and relevance of a range of methods to the study of different social issues, and apply some basic research methods to the analysis of social issues.

Students obtain knowledge of basic social science statistical methods and be able to conduct basic statistical analysis. They learn to describe the significance of social theory to society, compare and contrast basic theoretical orientations, and apply some basic theories to social issues.

The sociology minor allows students to have comprehension of the theory, methods, and content of one or more of the areas of Family and the Life Course, Law and Social Policy, Social Inequalities, Urban and Community, or Work and Organizations. Students who choose among the major electives in our core areas will obtain more knowledge of the major historical and contemporary approaches, theories, and methods associated with the subarea within the discipline.

### Prerequisite Modules

- SOC 101 Introduction to Sociology (3 credits)
- 2 Sociology Electives (6 credits)

### Required Modules

- 3 Sociology Electives (9 credits)

At least 12 of the 18 credits in the sociology minor must be 300- to 400-level.

## UB Honors College

Founded at UB in 1920 as one of the nation's first Honors Programs, the UB Honors College aims to challenge academically gifted students to enrich their studies and explore their interests across disciplines through an innovative curriculum and unique opportunities outside of the classroom. Representing a small percentage of the overall enrollment, the SIM-UB University Honors Students engage in rigorous coursework both in and out of their major and dive into experiential learning in the forms of research, internships, and study abroad.