The Olin Business School offers a Minor in the Business of Entertainment to any undergraduate day division student. All required courses must be taken at the Olin Business School for a grade. A minimum of a 2.0 GPA average in all business minor course work is required.

Prerequisites

Calculus: Math 132
Statistics I: Math 2200 or 3200, ESE 326, PS 363, or QBA 120 (AP credit for Math 2200 will fulfill this prerequisite.)

Minor Requirements (15 overall minimum units)

MINOR: The Business of Entertainment (15 minimum units)

Core Requirements

MEC 290 Managerial Economics (or ECON 4011)
MEC 460 Economics of Entertainment

MKT 370 Principles of Marketing

Electives: At least 6 units from the following

GROUP A (with at least 3 of the units from Group A)

AMCS 3490 Media Culture
FILM 220 Intro to Film Studies

FILM 423 Histories of Media Convergence

GROUP B (with at least 3 of the units from Group B)

FIN 448* Advanced Financial Management
MEC 471** Empirical Techniques for Industry Analysis
MGT 301 Legal Foundations of Business

MKT 378 Marketing Research

MKT 400F Brand Management

* FIN 448 prerequisites are FIN 340 and ACCT 2610.
** MEC 471 prerequisites are MEC 290, QBA 120 and 121.

If you are a non-BSBA student minoring in the Business of Entertainment, you must:
Satisfy all prerequisites with preference for completing all prerequisites at Washington University.
AP credit for Math 2200 policy applies to non-BSBA students only.
A minimum of 12 unique credits must be taken in Olin.
15 additional units would be required to earn 2 business minor as double counting is not allowed.

If you are a BSBA minoring in the Business of Entertainment:
You may not double count more than one minor course (3 credits) towards your business degree.
You must take QBA 120 since AP credit for Math 2200 is not a substitute for QBA 120.

Visit the campus group website: http://olinwustl.campusgroups.com/bsba/second-majors-minors/.

March 2017