



Business of the Arts Minor | 2018-23

The Olin Business School offers a Minor in the Business of Arts 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.

Minor Requirements (15 overall minimum units)

MINOR: Business of Arts (15 minimum units)

Core Requirements

MGT 100/200A Ind. in Man. Environment or Bus Fundamentals* MGT CEL NEW CEL or Global Program Course
MGT 460O Business of Art

*Non BSBA students may take either MGT 100 or MGT 200A.

Electives: At least 6 units from the following

ELIT 486	The Business of Books	MKT 400I	Business & Marketing Innovation
FIN 343	Personal Finance	MKT 465	Retail Management
MEC 460	Economics of Entertainment	MKT 481	Advertising & Promotions
MGT 421*	Entrepreneurship or Social Entrepreneurship	MKT 482	Brand Management (formerly MKT 400F)
MKT 370	Principles of Marketing	OB 360	Org Behavior within the Firm (or OB 360P)
MKT 377	Consumer Behavior	OB 400D	Thinking Creatively (1.5 units)
MKT 400E	Elements of Sales: Tools & Techniques		

*You may take either MGT 421 or MGT 460L.

Individual course prerequisites for electives aren't listed here. Consult Course Listings for prerequisites.

Non-BSBA student earning this minor must complete all requirements at Washington University.
Satisfy all prerequisites with preference for completing all prerequisites at Washington University.
You must earn 15 additional units to earn a second minor as double counting is not allowed.

If you are a BSBA minoring in the Business of the Arts:

You may not double count more than one minor course (3 units) towards your business degree.
BSBAs can't take either MGT 200A or FIN 343 for this minor.

Visit our website: <http://olinwustl.campusgroups.com/bsba/second-majors-minors/> Oct 2019