

MINORS

What it is:

- Related set of academic courses consisting of no fewer than 15 credit hours
- 9 credits of this cannot be part of major requirements (have to be separate so you need to use gen ed electives or free electives or overload to complete this).
- Not required for all programs (currently only IB requires it),
- Can complete more than 1 minor: ex.) finance & psychology
- NOTE: to achieve a minor you need a 2,0GPA average in your minor courses

Benefits:

- Visible on transcript (concentrations are not)
- Compliment a student's major, develop another area of professional expertise or personal interest – extra versatility
- Shows depth in more than 1 discipline
- Attractive asset for potential employers - improves employment opportunities
- Useful in getting into graduate schools
- Helps you explore other personal interests

Minors vs Concentrations:

The best way to distinguish between a minor and a concentration is that a minor can be in any field, while a concentration relates to one's major. A minor is a secondary academic specialization, which allows students to gain skills in additional areas. One's minor does not have to relate to their major. For example, you may declare a major in international business but have a minor in psychology. With a minor, you will still have to fulfill mandatory courses, but fewer than you will need to complete your major.

A concentration refers to a subject or study within a specific major. This concentration must be in the same field. For example, within international business, a complimentary concentration could be management, finance or marketing. All three areas relate to international business, making them ideal areas of concentration. There is no additional work or courses that a student needs to take to obtain a concentration within a degree. As part of the degree coursework, concentration classes count toward your major requirements as well.

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MINORS AVAILABLE IN DUBROVNIK

1. ANTHROPOLOGY/SOCIOLOGY (HTM + WMC) <https://www.rit.edu/study/anthropology-and-sociology-minor>

Courses needed:

- ✓ SOCI-102 Foundations of Sociology
Sociology is the study of the social world and socialization processes. Sociologists study the broader picture of how societies are structured and organized through a macro-sociological analysis as well as how individuals create their own social reality symbolically through their interactions with others in a micro-sociological analysis. Students in this course will learn the fundamentals of each approach and come away with a sociological framework which they can critically apply to their own lives.

- ✓ ANTH-210 Culture and Globalization
By exploring critical issues of globalizing culture, we examine how ideas, attitudes, and values are exchanged or transmitted across conventional borders. How has the production, articulation, and dissemination of cultural forms (images, languages, practices, beliefs) been shaped by global capitalism, media industries, communication technologies, migration, and tourist travels? How are cultural imaginaries forged, exchanged, and circulated among a global consumer public? How has the internationalizing of news, computer technologies, video-sharing websites, blogging sites, and other permutations of instant messaging served to accelerate cultural globalization? Students will be introduced to anthropological perspectives on cultural globalization, the transmission of culture globally, and the subsequent effects on social worlds, peoples, communities, and nations.

- ✓ ANTH-328 Heritage and Tourism
Tourism is a global industry and an important part of the human experience. There are many forces within tourism that act upon people's lives, and in particular their environments, economies, cultural heritage, and identity. This course will explore tourism and its many dimensions. Beginning with an examination of kinds of tourism, this course unpacks tourism's ancient trade and pilgrimage roots as well as its class dynamics of post-industrialization. Other aspects of tourism to be explored include strategies and effects of tourism development and production, nationalism and cultural identity, commoditization and marketing of culture and the ethics of development, labor and infrastructural changes, social inequalities, ecological impact, sustainable tourism, the experience of tourists, ritual and authenticity, and the relationship between tourists and tourism workers. This course provides opportunities for cross-cultural analysis of tourism sites, for participant-observation of the tourist experience, and for evaluation and recommendation of tourism site development in and around Rochester.

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- ✓ ANTH-380 Nationalism and Identity
Nationalism is often described in terms of strong sentiments and acts of self-determination on the part of members of a nation as distinct from the state that is necessarily a territorially and politically defined entity. This course will explore leading theories related to the origins of contemporary nationalism and nationalism's importance within the context of state societies, especially in Europe. The past as an invented historical or imagined reality will be highlighted, as invented pasts contribute to claims for exclusive national culture and both exclusive and contested identities. The relationships between culture, literacy, and capitalism will be applied to understanding select historical and ethnographic cases of nationalism.
- ✓ SOCI-230 Sociology of Work
This course analyzes and assesses social relations of paid labor. Sociology's major ideas about the ways we work will be examined and applied to numerous important topics such as: workplace organization, unions, labor legislation, health and safety, workplace culture, interplays between work and family, experiences of work as alienating or satisfying, inequalities at work, and social mobility.

NEW:

2. HOSPITALITY MANAGEMENT (WMC only) <https://www.rit.edu/study/hospitality-management-minor>

- ✓ HSPT-125 Hospitality and Tourism Management Fundamentals
This introductory course provides students with an overview of the hospitality industry and career opportunities within the industry. Students examine the growth and development of industry segments and their distinguishing characteristics, trends, and current issues. The concepts and practices of hospitality management are examined and discussed.
- ✓ HSPT-131 Lodging Operations Management
Lodging operations examines the vision and mission, organizational structures, and the structure and functions of different divisions within the hotel. The course emphasizes the rooms divisions, and its relationship with other departments such as food and beverage, sales and marketing, human resources, and security divisions. Current issues of lodging organizations, application of customer service, and managerial skills are discussed.
- ✓ HSPT-223 Food and Beverage Management
This course will provide the student with the knowledge needed for effective management of food service operations. Students will identify trends in the food and beverage industry, gain knowledge of food and beverage management principles and understand how providing exceptional guest service can maximize profits in the hospitality industry. Topics will include food and beverage purchasing, inventory, costing, service styles, financial controls, menu design, sanitation, safety, ethics, food service automation, hardware and software, legal concerns, equipment selection, and service innovations in design and layout of food establishments.

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- ✓ HSPT-284 HTM Marketing, Sales, and PR
This course introduces students to hospitality marketing principles and sales techniques. Students will learn how to do effective hospitality-tourism industry market research, sales, and marketing plans. This course will provide students with an understanding of sales management and public relations practices used by hospitality professionals. Current trends in global marketplace distribution and effective hospitality and tourism industry promotional strategies will also be examined. Emphasis is placed on hospitality-tourism industry target marketing, marketing mix, analysis, product and image development, use of current media, sales planning, advertising, public relations, and collateral materials.

- ✓ HSPT-384 Strategic Financial Analysis
This course provides future hospitality managers with necessary knowledge and skills in financial analysis, revenue management, and cost control to address financial issues specific to the hospitality-tourism industry. Students will understand how to apply revenue management tactics (e.g., capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, rate management and sales mix analysis, and channel management revenue management tactics) to maximize profits. The course utilizes a mathematical approach to the evaluations of hospitality business performance.

3. WEB DEVELOPMENT (HTM only) <https://www.rit.edu/study/web-development-minor>

Prerequisites

Students should complete course work in discrete mathematics (MATH-131) and a two-course programming sequence (GCIS-123 and GCIS-124) prior to beginning course work for this minor.

Required Courses

- ✓ ISTE-140 Web & Mobile I
This course provides students with an introduction to internet and web technologies, and to development on Macintosh/UNIX computer platforms. Topics include HTML and CSS, CSS3 features, digital images, web page design and website publishing. Emphasis is placed on fundamentals, concepts and standards. Additional topics include the user experience, mobile design issues, and copyright/intellectual property considerations. Exercises and projects are required

- ✓ ISTE-230 Introduction to Database and Data Modeling
A presentation of the fundamental concepts and theories used in organizing and structuring data. Coverage includes the data modeling process, basic relational model, normalization theory, relational algebra, and mapping a data model into a database schema. Structured Query Language is used to illustrate the translation of a data model to physical data organization. Modeling and programming assignments will be required. Note: students should have one course in object-oriented programming.

- ✓ ISTE-240 Web & Mobile II
This course builds on the basics of web page development that are presented in Web and Mobile I and extends that knowledge to focus on theories, issues, and technologies related to the design and development of web sites. An overview of web design concepts, including usability, accessibility, information architecture, and graphic design in the context of the web will be covered. Introduction to web site technologies, including HTTP, web client and server programming, and dynamic page generation from a database also will be explored. Development exercises are required.

- ✓ ISTE-340 Client Programming
This course will explore the analysis, design, development, and implementation of client-side programming in the context of Internet technologies, mobile devices, Web-based client systems and desktop applications. Students will learn to design and build usable and effective interactive systems, clients, and interfaces. Key features addressed will include browser and platform compatibility, object reusability, bandwidth and communications issues, development environments, privacy and security, and related technologies and APIs. Programming is required.

- ✓ ISTE-341 Server Programming
This course provides in-depth work in server-side programming. Students will develop dynamic, data centric web pages and systems, and server-side information services that will be available to clients implemented in a variety of software technologies. Topics include XML parsing, generation, and consumption; web configuration and security; design patterns; web service structures, and application security. Programming projects are required.

- ✓ SWEN-383 Software Design Principles and Patterns
Quality software designs and architectures reflect software engineering principles that represent best contemporary practice. This course focuses on explicating these fundamental principles, examining a set of design and architecture patterns that embody the principles, and applying patterns appropriate to a design problem in a given context. Restricted to IST majors only.

- ✓ **9 COURSES TOTAL**

- ✓ **NOTE: this minor requires additional courses to be taken outside electives and will likely result in a prolonged period of study due to the number of mandatory courses needed.**