

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-301 Social and Cultural Theory
This course explores influential classical and contemporary theories regarding society and culture. Students will assess the utility of different theories in addressing key enduring questions regarding human behavior, the organization of society, the nature of culture, the relationship between the individual and society, social control and social conflict, social groups and social hierarchy, the operation of power, cultural and social change, and the interplay between the global and the local. Theories will be marshaled to shed light on contemporary social and cultural phenomena and problems such as crime, violence, exploitation, modernity, and globalization.

- ✓ 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.

- ✓ 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.
- ✓ ANTH-489 Topics in Anthropology
This topics course focuses on specific themes or issues in anthropology, chosen by the instructor, vetted by the department chair, announced in the course subtitle on SIS, and developed in the syllabus. The topics of this course will vary, but the course number will remain the same. Students may not repeat the same topic.

NEW:

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

- ✓ HSPT-225 Hospitality and Tourism Management Fundamentals
Hospitality and tourism industry is one of the largest industries in the world. This introductory course provides students with an overview of hospitality industry and segments of travel and tourism. Students are introduced to career opportunities and skills needed to succeed in the specific hospitality and tourism fields. Students examine the growth and development of industry segments and their distinguishing characteristics, current issues and trends. Students will learn about the interdependence of the various industry players and the roles of these diverse participants within the industry. The concepts and practices of hospitality management are examined and discussed.
- ✓ HSPT-315 Lodging Operations Analytics and Management
This class includes an overview of hotel management from its opening to continuing operations. It focuses on the integrated functions of the front office, housekeeping, engineering, security, food & beverage, human resources, and accounting, as well as considering their roles individually. Students will apply revenue management principles (e.g., capacity management, duration control, demand and revenue forecasting), costing (e.g., budgeting, marginal costing, standard costing and variance analysis, labor accounting, balanced scorecard) and interpret hospitality financial statements (uniform system of accounts for lodging and restaurants) to understand and manage organizational performance.
- ✓ HSPT-335 Food and Beverage Management
This course will provide the student with the knowledge needed for the effective management of food service operations. Students will identify trends in the food and

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beverage industry, learn 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 the design and layout of food establishments.

- ✓ DECS-310 Operations Management
A survey of operations and supply chain management that relates to both service- and goods- producing organizations. Topics include operations and supply chain strategies; ethical behavior; forecasting; product and service design, including innovation and sustainability; capacity and inventory management; lean operations; managing projects; quality assurance; global supply chains; and the impacts of technology.

- ✓ HSPT-375 Customer Experience Management
The overall objectives of this course are twofold. This course first examines the development, management, and improvement of service delivery systems used by service organizations (i.e., hotels, restaurants, travel agencies, and health care) on the supply side through the lens of quality management. Secondly, the course examines customer requirements on the demand side by focusing upon how customer experience design shapes customers' thoughts, actions, and decision processes. Students will learn techniques used for diagnosis, measurement, and continuous improvement of successful customer experience. There are three major sections in this course. Section 1 focuses on understanding the paradigm of customer experience, identifying the drivers of customer satisfaction, formulating strategies to optimize the customer experience, and managing service operations through the development of a service blueprint. Section 2 focuses on the role of exponential technologies, such as artificial intelligence, robotics, augmented reality, virtual reality, and data analytics, in creating exceptional customer experiences. Section 3 discusses the creation of exceptional luxury customer experiences, incorporating technology, and describing how brands go beyond traditional branding frameworks to create luxury experiences.

- ✓ HSPT-495 Hospitality Project Planning and Development
This course requires students to synthesize and build upon knowledge acquired in prior courses, engaging in a hospitality / tourism project. Students will draw upon existing available information, add to it their own research efforts, and consider various options before arriving at conclusions or solutions. Topics related to the strategic analysis of hospitality enterprises will be discussed. (Prerequisites: HSPT-315 and HSPT-335 or equivalent course and 4th year standing.)

- ✓ MGMT-340 Business Ethics and Corporate Social Responsibility
This course applies concepts of ethics to business at the macro level and at the micro level. At the macro level the course examines competing business ideologies exploring the ethical concerns of capitalism as well as the role of business in society. At the micro level the course examines the role of the manager in establishing an ethical climate with an emphasis on the development of ethical leadership in business organizations. The following topics are typically discussed: the stakeholder theory of the firm, corporate governance, marketing and advertising ethics, the rights and responsibilities of employees, product safety, ethical

reasoning, business's responsibility to the environment, moving from a culture of compliance to a culture of integrity, and ethical leadership. (This class is restricted to undergraduate students with at least 2nd year standing.)

- ✓ MKTG-230 Principles of Marketing
An introduction to the field of marketing, stressing its role in the organization and society. Emphasis is on determining customer needs and wants and how the marketer can satisfy those needs through the controllable marketing variables of product, price, promotion and distribution.
- ✓ MGMT-215 Organizational Behavior
As an introductory course in managing and leading organizations, this course provides an overview of human behavior in organizations at the individual, group, and organizational level with an emphasis on enhancing organizational effectiveness. Topics include: individual differences, work teams, motivation, communication, leadership, conflict resolution, organizational culture, and organizational change.
- ✓ INTB-225 Global Business Environment
Being an informed global citizen requires an understanding of the global business environment. Organizations critical to the development of the global business environment include for-profit businesses, non-profits, governmental, non-governmental, and supranational agencies. This course introduces students to the interdependent relationships between organizations and the global business environment. A holistic approach is used to examine the diverse economic, political, legal, cultural, and financial systems that influence both organizations and the global business environment.

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

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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.**

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