

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 ZAGREB

1. PSYCHOLOGY (available to GBM/IB, NMD, and WMC students)

<https://www.rit.edu/study/psychology-minor>

Courses:

Choose 5 of the following (prerequisite of *PSYC-101 Introduction to Psychology* to start):

- ✓ PSYC-221 Psychological Disorders
This course will serve as an introduction to the study of psychopathology and mental illness. The course examines the major categories of mental disorder not only from the descriptive point of view, but also in terms of the major theoretical explanations of the causes of disorder. The major treatment modalities also are covered.
- ✓ PSYC-223 Cognitive Psychology
This course examines how people perceive, learn, represent, remember and use information. Contemporary theory and research are surveyed in such areas as attention, pattern and object recognition, memory, knowledge representation, language acquisition and use, reasoning, decision making, problem solving, creativity, and intelligence. Applications in artificial intelligence and human/technology interaction may also be considered.
- ✓ PSYC-225 Social Psychology
This course explores topics related to behaviors and mental processes of individuals in social situations. Topics include: methodology, social perception, social cognition, the self, attitudes, prejudice, attraction, social influence, pro-social behavior, aggression, and behavior in groups. Course activities include lecture, class demonstrations, and assignments.
- ✓ PSYC-234 Industrial and Organizational Psychology
Industrial and organizational (I/O) psychology is a branch of applied psychology that is concerned with efficient management of an industrial labor force and especially with problems encountered by workers in a mechanized environment. Specific areas include job analysis, defining and measuring job performance, performance appraisal, tests, employment interviews, employee selection and training, and human factors. This course covers the basic principles of the above areas as well as applications of current research in I/O psychology.
- ✓ PSYC-236 Personality
This course is intended for students who are interested in learning the history and current status of personality theories. Students will learn the strengths and weaknesses of the major personality theories, as well as how to assess, research and apply these theories. As much as possible, application to real life situations will be discussed.

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✓ PSYC-239 Positive Psychology

This course will provide a survey of the emerging field of Positive Psychology. Topics covered will include defining and assessing “the good life”; the relationships between life satisfaction and personal factors such as wealth, education, and longevity; cross-cultural perspectives; virtues and strengths; and biological factors (i.e., genetics and neurological correlates). The focus will be on contemporary empirical psychology literature, though the course will also draw on literature from historical, philosophical, and economic disciplines.

2. MARKETING (IB required, GBM, NMD, and WMC) <https://www.rit.edu/study/marketing-minor>

Courses:

✓ 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.

✓ MKTG-330 Global Marketing

A hands-on course focusing on developing marketing strategies for entering and competing in foreign countries. Topics include foreign market opportunity assessment, developing commercialization and entry strategies, understanding foreign customers and distribution channels, and communicating value through advertising and promotion in different markets.

✓ MKTG-320 Digital Marketing

Internet marketing is critical to an organization's overall strategy. This course focuses on tactics and strategies that enable marketers to fully leverage the internet. Topics include the overall internet marketing landscape, technologies, customer segmenting and targeting, search, analytics and emerging internet-marketing platforms.

✓ MKTG-350 Consumer Behavior

A study of the determinants of buying behaviors. Emphasis is on identifying target markets and customer needs, internal and external influences on lifestyle and understanding the buying decision process.

✓ MKTG-360 Professional Selling

Selling concepts, tools, strategies, and tactics are discussed as they apply to both external and internal customers. Students learn and experience some of problems faced and rewards earned by those in professional sales. Customer relationship management/partnering with customers and truly seeking to meet their requirements are discussed as key to long-term success.

✓ MKTG-370 Advertising and Promotion Management

An in-depth view of tools of promotion management: advertising, sales promotion, public relations, personal selling, direct marketing and internet marketing as well as new and alternative media. Basic concepts of how to use print, broadcast, internet and out-of-home

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media are studied. Planning, budgeting, creative strategy, and the roles of advertising agencies are also covered.

3. FINANCE (IB required, GBM, NMD, and WMC) <https://www.rit.edu/study/finance-minor>

Courses:

- ✓ ACCT-110 Financial Accounting
An introduction to the way in which corporations report their financial performance to interested stakeholders such as investors and creditors. Coverage of the accounting cycle, generally accepted accounting principles, and analytical tools help students become informed users of financial statements.
- ✓ FINC-220 Financial Management
Basic course in financial management. Covers business organization, time value of money, valuation of securities, capital budgeting decision rules, risk-return relation, Capital Asset Pricing Model, financial ratios, global finance, and working capital management.
- ✓ FINC-352 Financial Management II
Advanced course in financial management. Covers project cash-flow analysis, issuance of securities, cost of capital, debt policy, dividend policy, and market efficiency.
- ✓ FINC-362 Intermediate Investments
Focuses on the financial investment problems faced by individuals and institutions. Theoretical topics include asset pricing, hedging and arbitrage. Application topics include risk management in bond-and-stock portfolio context. A discussion of options, futures and swaps also is included.
- ✓ FINC-420 International Finance
Discusses the problems posed by the international financial environment in which corporations operate. In particular, students learn to quantify and manage risks arising from shifting exchange rates. Other topics include exchange rate systems, international trade finance, international capital budgeting, country risk analysis, and long-term international financing.
- ✓ FINC-430 Advanced Corporate Financial Planning
This course focuses on strategic financial management of the corporation. It employs pedagogies that emphasize analysis and evaluation of applied financial problems. Topics include working capital management, financial statement analysis, valuation, capital budgeting decisions, and risk management.
- ✓ FINC-489 Seminar in Finance
Special topics seminars offer an in-depth examination of current events, issues and problems unique to finance. Specific topics will vary depending upon student and faculty interests and on recent events in the business world. Seminar topics for a specific semester will be announced prior to the course offering. These seminars may be repeated for credit since topics will normally vary from semester to semester.

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4. MANAGEMENT (IB required, GBM, NMD, and WMC)

<https://www.rit.edu/study/management-minor>

Courses:

- ✓ **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.
- ✓ **MGMT-310 Leading Cross-Cultural & Virtual Teams**
Taught in an experiential, team-based format, this class focuses on leading teams and developing strong team dynamics, especially within a high tech. environment. The course will provide hands-on experience in leading and participating in teams as students will be assigned to multiple teams with a specific role on each team, including team leader. When possible, the class includes a virtual team project with students at RIT's global campuses.
- ✓ **HRDE 380 - Human Resource Management**
Human resources within an organization provide value added dimensions to the organization, which in turn influence the larger society within which the organization exists. The management of those human resources is a critical function within any organization. The goal of the human resource management (HRM) department is to attract qualified employees, manage systems that meet their needs and establish policies and protocols to retain and promote employee engagement. This effort develops a workforce that can meet the organizational strategic goals for growth and continued relevance in the world of work. This course provides an overview of HRM and the context within which HRM functions in organizations.
- ✓ **INTB-300 Cross-Cultural Management**
This course explores the key implementation issues facing global businesses and those firms wishing to expand into the global arena. An emphasis is placed on issues related to the topic of culture. The course examines its impact on management, individuals, groups, and how it affects organizational performance. Leadership styles, in the cross-cultural context, will be deconstructed as will communication, decision-making, negotiation, and motivation.
- ✓ **MGMT-320 Organizational Effectiveness Skills**
This course provides students with working knowledge and practice of the professional and interpersonal skills of effective organizational members. Skills include networking, presenting, professional writing, giving and receiving feedback, handling conflict, and leveraging diversity. Particular emphasis is placed upon applying these skills in a virtual work environment.

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- ✓ **MGMT-330 Design Thinking and Concept Development**
Design thinking is a process that aids collaboration among designers, technologists, and business professionals. The process provides a structured creative process for discovering and developing products, services, and systems for profit and non-profit applications. Students will apply a wide range of design tools in a hands-on project. Topics include problem-framing, end-user research, visualization, methods for creative idea generation, and prototyping.
- ✓ **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.)
- ✓ **MGMT-560 Strategic Management**
A capstone course drawing upon major business functions—accounting, finance, marketing, operations management, and organizational theory and how strategic managers integrate functional theories and concepts to create competitive advantage. The course provides an integrated perspective of business organizations toward the achievement of enhanced profitability and a sustainable competitive advantage. Topics include the analysis of business environments, industry attractiveness, and competitive dynamics. Students learn how to formulate and implement effective business-level, corporate-level, and global strategies using theories, cases and a simulation.
- ✓ **INTB-550 Competing Globally**
This course explores the opportunities and challenges businesses encounter creating and capturing value in the global environment. Areas of emphasis include: forecasting markets; why firms globalize; analyzing global competitors; the degree of globalization or regionalization; creating value for the firm globally which includes entry mode management, location decisions and timing, role of technology; and how to operate.

5. BUSINESS ADMINISTRATION (NMD and WMC only) <https://www.rit.edu/study/business-administration-minor>

Choose three of the following:

- ✓ **ACCT-110 Financial Accounting**
An introduction to the way in which corporations report their financial performance to interested stakeholders such as investors and creditors. Coverage of the accounting cycle, generally accepted accounting principles, and analytical tools help students become informed users of financial statements.

- ✓ **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.
- ✓ **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.
- ✓ **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.
- ✓ **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-101 Business 1: Introduction to Business Communication, Planning & Analysis**
This is the first of a two-course sequence, 4 credit year long experience, comprising the freshman-integrated experience. In Business 1, students will be introduced to the key functional areas of business, discuss current factors, events, and trends that impact business, build professional, personal leadership, communication, and teamwork skills, and evaluate business decisions, and the business plan process. By understanding the key functions of business and analyzing business decisions in Business 1, students will be able to then develop their own business ideas in Business 2.

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6. INTERNATIONAL BUSINESS (NMD and WMC only)

<https://www.rit.edu/study/international-business-minor>

Required Courses

- ✓ 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.

- ✓ INTB-315 Exporting and Global Sourcing
The practice of international business is detailed-oriented and complex as cross-border trade and investment is subject to various market forces and government regulations. In this course students will study the issues of compliance, risk assessment, sources of international information, logistical complexities and intermediaries, and international payments and financing. The course will develop students with the necessary knowledge base and skills to become successful in the practice of cross border transactions.

Choose three of the following:

- ✓ FINC-420 International Finance
Discusses the problems posed by the international financial environment in which corporations operate. In particular, students learn to quantify and manage risks arising from shifting exchange rates. Other topics include exchange rate systems, international trade finance, international capital budgeting, country risk analysis, and long-term international financing.

- ✓ MKTG-330 Global Marketing
A hands-on course focusing on developing marketing strategies for entering and competing in foreign countries. Topics include foreign market opportunity assessment, developing commercialization and entry strategies, understanding foreign customers and distribution channels, and communicating value through advertising and promotion in different markets.

- ✓ INTB-550 Competing Globally
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- ✓ MGMT-310 Leading Cross-Cultural & Virtual Teams
Taught in an experiential, team-based format, this class focuses on leading teams and developing strong team dynamics, especially within a high tech. environment. The course will provide hands-on experience in leading and participating in teams as students will be assigned to multiple teams with a specific role on each team, including team leader. When possible, the class includes a virtual team project with students at RIT's global campuses.

7. WEB DEVELOPMENT (IB, GBM, NMD) <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.**

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