GENERAL BUSINESS FOR NON-BUSINESS MAJORS

Program Overview

Available to all non-business majors, the General Business minor at Rider University provides students an understanding of the language and basic concepts of business. A minor in business administration can complement any major and may expand career opportunities.   Students outside of the CBA can augment their understanding of business by joining business clubs, such as DAARSTOC (http://www.rider.edu/academics/colleges-schools/college-business-administration/clubs-organizations/daarstoc/), and participate in club events like the Accounting Society's guest speakers' nights.

Curriculum Overview

Students will learn foundational knowledge in business, including the fundamentals of economics and core concepts in financial accounting, management, finance and marketing. In addition, students will understand the legal environment in which business operates.

Degree Awarded:

- Minor in General Business

Contact

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Program Website: www.rider.edu/generalbusiness (http://www.rider.edu/generalbusiness/)
Associated Department: Norm Brodsky College of Business (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/)

General Business Minor Requirements

Available to all non-business majors

(24 credits)

Code	Title	Credits
MSD 105	Quantitative Methods for Business	3
or MTH 102	Finite Mathematics	
or MTH 105	Algebra and Trigonometry	
or MTH 210	Calculus I	
Select one of the following:		3
MSD 205	Business Statistics	
MTH 120	Introduction to Applied Statistics	
ENV 200	Statistical and Computer Applications in the Natural Sciences	
PSY 201	Statistics and Research Design	
BNS 250	Biostatistics	
ACC 210	Introduction to Accounting	3
ECO 201	Principles of Microeconomics	3
MGT 201	Fund Management & Org Behavior	3
MKT 200	Marketing Principles	3
BUS 300	The Legal and Ethical Environment of Business	3
FIN 220	Introduction to Finance	3
Total Credits		**24**

A minimum of six courses must be taken in business administration and students must achieve a minimum GPA of 2.0 in the minor.

Courses and Descriptions

ACC 210 Introduction to Accounting 3 Credits
This course provides an introduction to basic principles and methods of accounting essential to preparation, understanding and interpretation of financial statements. Topics include accounting for merchandising concerns, current assets, long-term assets, liabilities and equity accounts. A brief overview of internal control is also covered.

BUS 300 The Legal and Ethical Environment of Business 3 Credits
The strategies by which organizations in the private as well as the public sectors interact with, adapt to, and attempt to influence their external environments are explored. The primary emphasis is on evaluating the effect of business and governmental decisions on the quality of life. The role of regulatory agencies and the impact of local and national legislation on organizational behavior are considered.
Prerequisite(s): 54 credits.

ECO 201 Principles of Microeconomics 3 Credits
Market price systems are analyzed. The nature and characteristics of consumer and producer behavior, the theory of pricing in competitive and noncompetitive markets, and determination of the distribution of output a re evaluated. Welfare, social control, monopoly, and income inequality a re explored in the light of price theory. The role of the United States in the world economy is explored.
Prerequisite(s): Place into MSD 105 based on SAT or ACT Score, OR place into MSD 105/MTH 102 by passing College Placement, OR passing MSD 104, OR having transferred in any college level MSD or MTH class.

ENV 200 Statistical and Computer Applications in the Natural Sciences 4 Credits
This course introduces important statistical concepts, their application, and the usage of computer technology relevant to biological, environmental, geological, and marine problems. Students will learn various graphical and statistical techniques and how to execute them on personal computers. The curriculum emphasizes the integrated nature of these techniques and their importance to meaningful data evaluation and representation. Laboratory exercises are designed to emphasize useful solutions to problems found in many scientific disciplines using computer-based methodologies. Three hours of lecture and one three-hour lab per week.
Corequisite(s): ENV 200L.

FIN 220 Introduction to Finance 3 Credits
An introduction to the environment, concepts, and techniques of financial management. Topics include forms of business organization, taxes, analysis of financial performance, financial planning, financial markets and interest rates, time value of money, bond and stock valuation, risk and return, capital budgeting, cost of capital, and international financial management.
Prerequisite(s): ACC 210 and ECO 201.

MGT 201 Fund Management & Org Behavior 3 Credits
This course deals with the fundamentals of organizational behavior as they relate to management such as motivation, communications, and leadership. Behavior is examined at the individual, group, and organizational level. The management functions of planning, organizing, leading and controlling are addressed. The effects of global operations and the requirements of ethical behavior on managers are also explored.
Prerequisite(s): minimum 30 credits completed.

MKT 200 Marketing Principles 3 Credits
This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.
Prerequisite(s): 15 credits.

MSD 105 Quantitative Methods for Business 3 Credits
The aim of this introductory course is to acquaint students with a number of basic mathematical techniques that will enhance their ability to become effective decision-makers in a realistic business environment. Topics covered include linear equations and inequalities, linear programming, summation notation, geometric series, counting techniques, event probability and discrete random variables. Where appropriate, these tools will be illustrated with examples chosen from business settings.
Prerequisite(s): MSD 104 or a passing grade on the Math Placement Exam.

MSD 205 Business Statistics 3 Credits
This course is designed to provide students with fundamental concepts, knowledge and tools from statistics that may be useful in one's attempt to reach intelligent conclusions in real-world settings, particularly in business applications. The focus is on the normal random variable, sampling distributions, framework of estimation and hypothesis testing, as well as the one-way ANOVA and simple regression model.
Prerequisite(s): MSD 105.

MTH 120 Introduction to Applied Statistics 3 Credits
Collection and presentation of data. Measures of location and variation, sampling theory, hypothesis testing, confidence intervals, t-tests, chi-square tests, regression, and correlation. Emphasizes practical applications. Not open to business administration, chemistry, environmental, geosciences, marine sciences, math or liberal studies: marine ecological or environmental emphasis majors.
Prerequisite(s): MTH 102 or MTH 105.

MTH 210 Calculus I 4 Credits
Introduces analytic geometry, functions, limits, and derivatives; differentiation of algebraic and trigonometric functions, curve sketching, maxima and minima, and higher derivatives.
Prerequisite(s): Math SAT 650 or higher or Math ACT score of 28 or higher or MTH 105 or MTH 106 with a grade of C or higher.

PSY 201 Statistics and Research Design 3 Credits
Introduces students to statistics and research methods in the behavioral sciences. Covers the fundamentals of descriptive and inferential statistics, a variety of issues in research design, selected research designs including the case study, correlational and experimental designs. In addition, students will explore the literature in psychology in order to examine the use of statistics and research design in real research problems.
Prerequisite(s): grade of "C" in PSY 105.