

WMC MINORS

What it is:

- Related set of academic courses consisting of no fewer than 15 credit hours (approximately 5 courses)
- 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 AVAILABLE IN DUBROVNIK:

1. ANTHROPOLOGY/SOCIOLOGY

Possible courses:

- ✓ 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,

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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.

- ✓ 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.

2. HOSPITALITY MANAGEMENT

Possible courses:

- ✓ 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

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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.

✓ **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.

MINORS AVAILABLE IN ZAGREB:

1. PSYCHOLOGY

Possible Courses (Prerequisite PSYC-101 Intro to Psychology):

✓ **PSYC-221 Abnormal Psychology**

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.

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- ✓ 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.
- ✓ 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. BUSINESS ADMINISTRATION

Possible 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.
- ✓ 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.

Electives

Choose two electives from courses within Saunders College of Business.

3. INTERNATIONAL BUSINESS

Possible 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

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students with the necessary knowledge base and skills to become successful in the practice of cross border transactions.

- ✓ **FINC-420 Finance in a Global Environment**
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.
- ✓ **INTB-320 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-489 Seminar in International Business**
Current issues in IB are the focus of the course. Topics include but not are limited to current international business trends, development, and other topics at the instructor's discretion.
- ✓ **INTB-550 Global Entry and Competition Strategies**
This course explores the strategic challenges faced by businesses operating in a global environment. It emphasizes the development of strategies under differing perspectives, globalization or regionalization of competitive marketplace, creating value for the firm globally, entry mode management, global CSR and governance.**Note: Enrollment also possible with departmental approval with completion of two additional INTB 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.

4. MARKETING

Possible 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.
- ✓ **INTB-320 Global Marketing**
A hands-on course focusing on developing marketing strategies for entering and competing in foreign countries. Topics include foreign market opportunity

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assessment, developing commercialization and entry strategies, understanding foreign customers and distribution channels, and communicating value through advertising and promotion in different markets.

- ✓ **MKTG-320 Internet 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 media are studied. Planning, budgeting, creative strategy, and the roles of advertising agencies are also covered.

5. FINANCE

Possible 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 Finance in a Global Environment**
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.

6. MANAGEMENT

Possible 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 High-Performance 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.
- ✓ **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.
- ✓ **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.

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Topics include problem-framing, end-user research, visualization, methods for creative idea generation, and prototyping.

✓ MGMT-380 Human Resource Management

This course is an introduction to the basic concepts in human resource management (HRM), with an emphasis on developing HRM skills that are important to any manager, not only to those who plan to work in the HRM functional area. It is not intended to prepare one to be a human resource specialist, but rather aims to provide one with an overview of human resource management and the context in which it operates. The course emphasizes experiential learning and interactive discussions, in order to provide a level of learning beyond simple content knowledge in the HRM field. Instructional methods will include readings, mini-lectures, discussions, case analyses, and exercises.

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