

# Academic Minors

Accounting.....	184
Business Forensics.....	184
eMarketing .....	184
Financial Management .....	184
Global Business .....	185
Healthcare Management .....	185
Healthcare and Society .....	186
Human Resources Management .....	186
Management .....	186
Management Information Sciences.....	186
Marketing .....	187
Marketing Promotions .....	187
Organizational Communication.....	187
Organizational Leadership .....	187
Performance Management .....	188
Process and Project Analysis.....	188
Public Relations.....	188
Public Safety Management .....	188
Safety, Security & Emergency Management .....	189
Small Business Management .....	189
Web Design .....	189
Web Development .....	190



Students seeking a bachelor's degree have the option of completing a minor in a specific area of study. The requirements for completing a minor are as follows:

- Complete coursework as outlined below;
- Complete at least four credits of the minor at Franklin University. These four credits cannot be used to fulfill any other specific degree requirements, such as the Major Area, Major Elective, General Education Core or Business Core requirements; and
- Achieve a 2.0 GPA in minor area courses taken at Franklin University.

## ACCOUNTING

**Program Chair,**  
**Thomas G. Seiler, J.D., CPA**

Accounting is often referred to as the “language of business.” As such, Franklin’s Accounting minor is designed to augment a student’s skill set for non-accounting-related business fields, including business administration and management. The knowledge obtained in this minor builds on core accounting courses with additional upper-level courses that cover both technical and theoretical accounting skills, preparing students to meet the opportunities and challenges of advanced positions.

The educational objectives of the Accounting minor are to enable a student to:

- Evaluate contemporary financial accounting issues
- Analyze federal income tax issues
- Analyze information systems through evaluation of process controls and organizational system risks within a business process

### (16 credit hours)

Intermediate Accounting I (ACCT 310)

Intermediate Accounting II (ACCT 320)

Federal Income Tax I (ACCT 390)

Accounting Information Systems (ACCT 425)

## BUSINESS FORENSICS

**Program Chair,**  
**Tom Hrubec, Ed. D., CPA, CMA, CFE**

The detection and deterrence of fraud in the workplace is a management responsibility that crosses all industries. To gain the knowledge necessary to fulfill this requirement, a student who minors in Business Forensics will learn the foundational skills needed to properly assist in the investigation, detection, documentation, and prevention of business fraud. The wide applicability of these specialized skills to all aspects of the business life cycle makes this minor a relevant addition to a manager’s expertise.

The educational objectives of the Business Forensics minor are to enable a student to:

- Detect business fraud using technical, analytical, and problem-solving skills
- Determine the internal controls needed to help prevent business fraud
- Demonstrate written and oral communication skills in fraud investigation and reporting

### (16 credit hours)

Fraud Examination (BSFR 341)

Interviewing Techniques for Fraud Investigations (BSFR 342)

Legal Elements of Fraud (BSFR 343)

Corporate Governance and Internal Control Assessment (BSFR 344)

## EMARKETING

**Program Chair,**  
**Beverly Smith, Ph.D.**

In many organizations, employees are called upon to perform a wide variety of activities, including Internet application and other technology-dependent activities. The eMarketing minor is designed for students who wish to complement their current expertise or major with the knowledge, skills, and abilities of a marketing generalist. This minor helps develop proficiency in the areas of graphic design, Web authoring, Internet marketing, and eCommerce.

The educational objectives of the eMarketing minor are to enable a student to:

- Plan and develop Web sites in support of an organization’s marketing objectives
- Apply principles of graphic design to Internet-based marketing activities
- Evaluate and respond to the implications of eCommerce for an organization

### (14 credit hours)

Introduction to Web Authoring (COMP 107)

Internet Marketing (EMKT 340)

E-Commerce (EMKT 460)

Fundamentals of Graphic Design (GRPH 210)

Graphic Editing Software (WEBD 117)

## FINANCIAL MANAGEMENT

**Program Chair,**  
**Bruce A. Campbell, Ph.D.**

Because financial considerations are often a significant element in all types of organizational decision making, Franklin’s Financial Management minor is a natural complement to other business disciplines. This minor is designed to provide students with an understanding of finance beyond that achieved through the principles course in the business core, providing them with more in-depth knowledge of the financial system, corporate finance, and investments.

The educational objectives of the Financial Management minor are to enable a student to:

- Calculate the value of market securities using bond and stock valuation models
- Analyze financial statements and documentation

- Apply cost of capital and budgeting tools to the evaluation of investment projects
- Construct investment portfolios based on the criteria of risk and return

**(16 credit hours)**

Intermediate Accounting I (ACCT 310)

Money, Banking and Financial Markets (FINA 340)

Advanced Financial Management (FINA 403)

Investments (FINA 405)

**GLOBAL BUSINESS****Program Chair,****Phyllis Duryee, M.A.**

In order to fully understand and successfully navigate in the 21st century-business environment, professionals will need to broaden their perspectives and adaptability. The minor in Global Business is designed to help students update their understanding of cultures and practices around the world, allowing them to strengthen the value of their primary degree with increased tolerance, communication skills, and marketability.

The educational objectives of the Global Business minor are to enable a student to:

- Identify current global issues and market trends
- Communicate appropriately for a range of purposes and audiences
- Explore ethnocentrism and the nature and function of culture
- Evaluate how businesses adjust to cultural differences in developing a global strategy

**(16 credit hours)**

Global Business Issues (BSAD 476)

Global Issues (HUMN 305)

and two of the following:

Cultural Anthropology (ANTH 215)

Global Finance (FINA 450)

World Religions (HUMN 318)

Global Marketing (MKTG 450)

**HEALTHCARE MANAGEMENT****Program Chair,****Robert Curtis, Ph.D.**

The minor in Healthcare Management was developed to offer selected major area Healthcare Management courses to individuals who have an interest in healthcare management but who are not eligible to enroll in the Allied Healthcare Management major because they lack the technical credit requirement, or are interested in pursuing another major such as Healthcare Information Systems Management, or Business Administration. The minor in Healthcare Management, like the minor in Healthcare and Society, may be of interest to students who are employed, or seek to be employed, in a healthcare setting or related discipline. Those interested in pursuing a career in healthcare management but lack the required requisites for the Allied Healthcare Management degree may want to enroll in the Healthcare Management major. The healthcare industry is one of the fastest growing fields with an increasing demand for qualified personnel to support the delivery of health care services to an expanding population. The minor in Healthcare Management provides the individual with the opportunity to gain insight into the operational issues and opportunities facing today's healthcare organizations.

The educational objectives of the Healthcare Management minor are to enable a student to:

- Demonstrate the ability to interpret financial data and apply financial concepts in solving problems related to healthcare organizations
- Demonstrate the ability to apply legal and ethical reasoning principles in resolving significant patient issues confronted by health services administrators
- Synthesize management and organizational theory in a healthcare environment

**(16 credit hours)**

Healthcare Management (HCM 300)

Healthcare Financial Management I (HCM 320)

Legal Aspects of Healthcare Management (HCM 442)

Contemporary Issues in Healthcare Management (HCM 472)

## HEALTHCARE AND SOCIETY

**Program Chair,  
Robert Curtis, Ph.D.**

The minor in Healthcare and Society was developed to offer selected major area Healthcare Management courses to individuals who may have an interest in healthcare management but who are unable to enroll in the Allied Healthcare Management degree completion program due to the technical course requirement, or chose to pursue another major. The minor in Healthcare and Society may be of interest to students who are employed, or who are seeking employment in, a healthcare setting or a related discipline. Those interested in pursuing a career in healthcare management but lack the required requisites for the Allied Healthcare Management degree may want to enroll in the Healthcare Management major. The healthcare industry is one of the fastest growing fields with an increasing demand for qualified personnel to support the delivery of health care services in the community. The minor in Healthcare and Society provides individuals with the opportunity to gain an appreciation of the role healthcare plays in our society as well as an understanding and skill set to successfully function in the healthcare environment.

The educational objectives of the Healthcare and Society minor are to enable a student to:

- Demonstrate the ability to interpret financial data and apply financial concepts in solving problems related to healthcare organizations
- Demonstrate the ability to apply legal and ethical reasoning principles in resolving significant patient issues confronted by health services administrators
- Illustrate how the social, political, and economic environment in the United States impacts the health services delivery system

**(16 credit hours)**

Healthcare Management (HCM 300)

Community Health (HCM 340)

Legal Aspects of Healthcare Management (HCM 442)

Contemporary Issues in Healthcare Management (HCM 472)

## HUMAN RESOURCES MANAGEMENT

**Program Chair,  
Gary Stroud, Ph.D.**

Managers encounter human resources (HR) issues daily, even when functioning in non-HR roles. Franklin's Human Resources Management minor offers students an opportunity to increase the scope of their theoretical knowledge and practical abilities related to human resources management, including interviewing, hiring, training, motivating, and firing employees, as well as providing information about compensation and benefits.

The educational objectives of the Human Resources Management minor are to enable a student to:

- Integrate human resource concepts, principles, and practices into organizational situations
- Apply concepts and theories of staffing, training, and development
- Apply concepts and theories of compensation

**(12 credit hours)**

Human Resources Management (HRM 300)

8 credit hours of Human Resources Management courses

## MANAGEMENT

**Program Chair,  
Mary Ann Short, Ph.D.**

A practical complement to a primary major and applicable to any industry, the Management minor provides students an opportunity to increase their knowledge in the foundational aspects of managing people. This minor helps students develop tools and techniques for making decisions and solving problems and explores the theories of management practices.

The educational objectives of the Management minor are to enable a student to:

- Develop a personal framework/theory for managing others
- Apply problem solving techniques to address organizational problems

**(12 credit hours)**

Decision Making and Problem Solving (MGMT 320)

Management and Leadership: A Continuum (MGMT 352)

Evolution of Management (MGMT 435)

## MANAGEMENT INFORMATION SCIENCES

**Program Chair,  
Bradley C. Watson, Ph.D.**

The Management Information Sciences minor is designed for those who have an interest in technology and want to effectively interact with an organization's Information Services (IS) or Technology (IT) department. Students learn the skills necessary to understand information systems architecture, concepts, and practices, and develop a technical vocabulary to help bridge the communication gap between business and technology.

The educational objectives of the Management Information Sciences minor are to enable students to:

- Analyze, plan, design, and maintain enterprise architecture;
- Integrate disparate information systems infrastructure; and
- Analyze and design complete information systems.

**(16 credit hours)**

Information Systems Architecture and Technology (MIS 310)

Systems Integration Concepts and Practices (MIS 330)

Systems Analysis and Design (MIS 400)

and one of the following:

Enterprise-wide Electronic Commerce (MIS 360)

Quantitative Methods and Analysis (MIS 478)

Information Systems Security (MIS 484)

## MARKETING

**Program Chair,**

**R. Bruce Ramsey, M.S.C., MBA**

Because marketing impacts overall business strategy and operations, Franklin's Marketing minor provides an opportunity for business generalists (e.g., Business Administration and Management majors) and functional specialists (e.g., Accounting and Human Resources Management majors) to increase the scope of their knowledge, skills, and abilities in marketing, advertising, and consumer behavior. Students are exposed to marketing theories and methods, advertising campaigns and procedures, and how behavioral sciences influence an organization's messaging.

The educational objectives of the Marketing minor are to enable a student to:

- Evaluate marketing activities using generally accepted marketing principles, concepts, and terminology
- Recognize the forces that effect consumer behavior
- Plan for the implementation of advertising activities

**(12 credit hours)**

Marketing (MKTG 300)

Advertising (MKTG 320)

Marketing Behavior (MKTG 330)

## MARKETING PROMOTIONS

**Program Chair,**

**R. Bruce Ramsey, M.S.C., MBA**

Our Marketing Promotions minor will be of particular interest to students who are employed—or seek to be employed—in a capacity closely aligned with marketing, such as communications or public relations. By providing a working knowledge of advertising, public relations, and persuasion, this minor enables students to increase the depth and scope of their business repertoire.

The educational objectives of the Marketing Promotions minor are to enable a student to:

- Develop strategies that serve to persuade an audience or target population
- Plan for the implementation of advertising activities
- Use public relations activities to build and protect an organization's reputation

**(12 credit hours)**

Advertising (MKTG 320)

Persuasive Strategies: Influencing Business and Consumer Decisions (MKTG 350)

Public Relations (PBRL 325)

## ORGANIZATIONAL COMMUNICATION

**Program Chair,**

**Brenda L. Jones, Ph.D.**

Effective written and verbal communication is vital to success in the workplace. Franklin's Organizational Communication minor provides an enriching complement to any major, but is especially useful for business or finance students interested in running a small to medium-sized business. Top managers in smaller organizations need to be skilled communicators in order to engage and retain quality employees. This minor enables students to gain the confidence, skills, and knowledge necessary to structure and manage communication in a variety of organizational settings, both internally and externally.

The educational objectives of the Organizational Communication minor will enable a student to:

- Examine the role of communication within organizations
- Apply principles of communication within organizational settings
- Evaluate communication opportunities
- Formulate effective communication strategies

**(16 credit hours)**

Organizational Communication (ORGC 321)

Communication in Groups and Teams (ORGC 335)

and two of the following:

Interactive Communication and Research (ORGC 345)

Intercultural Communication (ORGC 400)

Strategic Communication (ORGC 460)

## ORGANIZATIONAL LEADERSHIP

**Program Chair,**

**Mary Ann Short, Ph.D.**

The Organizational Leadership minor provides students an opportunity to increase their knowledge in the foundational aspects of leadership by examining the differences between management and leadership, organizational culture and the leader-follower relationship.

The educational objectives of the Organizational Leadership minor are to enable a student to:

- Compare and contrast the nuances between leadership and management
- Analyze decisions and actions of leaders using a framework of leadership theories

**(12 credit hours)**

Management and Leadership: A Continuum (OLM 352)

Perspectives on Leadership (OLM 435)

and one of the following:

Organizational Behavior (BSAD 325)

Principles of Motivation (PSYC 204)

Leadership: Philosophies for Leading (OLM 470)

## PERFORMANCE MANAGEMENT

**Program Chair,**

**Karen Ferguson, Ph.D.**

The performance management minor is designed for undergraduate students who have an interest in increasing the performance of employees and organizations. Using a systems perspective, the performance management minor exposes students to concepts related to change management; organization development; organization analysis; and individual, team, and organizational performance.

The educational objectives of the Performance Management minor are to enable a student to:

- Diagnose organization, group, and individual performance problems
- Recommend organization, group, and individual intervention techniques
- Design strategies to implement and evaluate planned and unplanned change
- Describe the relationship between performance initiatives and organization strategy

**(16 credit hours)**

Organizational Behavior (MGMT 325)

Performance Management (AMGT 400)

Principles of Organizational Development (AMGT 420)

Managing Change (AMGT 425)

## PROCESS AND PROJECT ANALYSIS

**Program Chair,**

**Alper Camci, Ph.D.**

For students interested in careers in project or process environments (e.g., construction, government organizations, and information technology), Franklin's Process and Project Analysis minor provides knowledge to help them develop a unique skill set. Students gain a deeper understanding of how project and process management affects organizations in today's technology-driven environment by learning how to evaluate and execute process and project-improvement strategies.

The educational objectives of the Process and Project Analysis minor are to enable a student to:

- Analyze inputs and develop plans and execution strategies for projects;
- Develop recommendations for process improvement; and
- Synthesize how information systems are related to project and process management.

**(12 credit hours)**

Project Management (AMGT 390)

Management Information Systems (MIS 200)

Process Management Applications (MGMT 310)

## PUBLIC RELATIONS

**Program Chair,**

**Michael Posey, Ph.D.**

The ability to develop, protect and preserve an organization's positive reputation is critical in any industry. Franklin's Public Relations minor is designed for those who recognize the need for knowledge in and have an appreciation of public relations, promotional strategy, and crisis communication, but work in a non-public relations capacity. Students develop skills in situation analysis, media response, and top-of-mind awareness building.

The educational objectives of the Public Relations minor will enable a student to:

- Establish techniques for maintaining public relations within an organization
- Examine a variety of media and their influence on public opinion
- Create and implement appropriate persuasive and promotional strategies
- Develop organizational crisis communication plans

**(12 credit hours)**

Public Relations (PBRL 325)

Media & Crisis Communication (PBRL 425)

Public Relations & Promotional Strategy (PBRL 445)

## PUBLIC SAFETY MANAGEMENT

**Program Chair,**

**John R. Carruthers, Ph.D.**

Most public safety agencies in major cities or large metropolitan areas employ significant numbers of civilian employees to support the sworn personnel in those agencies. The Public Safety Management minor is designed for non-sworn public safety employees to enhance their business and management skills in the area of public safety management.

The educational objectives of the Public Safety Management minor are to enable a student to:

- Apply principles of basic accounting, fiscal management and budgeting
- Analyze the functions and interactions of various public safety agencies

- Apply ethical principles, laws, and human relations skills to all applicable areas of operation
- Evaluate the unique roles and challenges faced by public safety agencies in the Homeland Security environment

**(16 credit hours)**

Contemporary Issues in Public Safety Management (PSMT 315)  
 Emergency Management and Homeland Security (PSMT 335)  
 Public Sector Finance and Budgeting (PSMT 420)  
 Administrative Law (PSMT 440)

## SAFETY, SECURITY & EMERGENCY MANAGEMENT

**Program Chair,****John R. Carruthers, Ph.D.**

The minor in Safety, Security, and Emergency Management (SEMT) was developed to offer major area SEMT courses to individuals who may have an interest in safety, security, and emergency management as an additional area of study. The minor in SEMT may be of particular interest to students who are employed, or who seek to be employed, by a public safety agency in a non-sworn (civilian) capacity. Most public safety agencies in major cities or larger metropolitan areas employ significant numbers of civilian employees to support the sworn personnel in those agencies. The minor in SEMT provides an opportunity for non-sworn public safety employees to increase the scope of their knowledge, skills, and abilities in the area of safety, security, and emergency management.

The educational objectives of the Safety, Security & Emergency Management minor are to enable a student to:

- Apply principles of basic accounting, fiscal management, and budgeting appropriate to safety, security, and emergency management agencies
- Apply appropriate ethical principles, laws, and human relations skills to all applicable areas of operations in safety, security, and emergency management agencies
- Analyze the functions and interactions of various safety, security, and emergency management agencies
- Evaluate the unique roles and challenges faced by safety, security, and emergency management agencies in the Homeland Security environment

**(16 credit hours)**

Choose four of the following:

Introduction to Public Safety Management (PSMT 225)  
 Emergency Management and Homeland Security (PSMT 335)  
 Ethics and Leadership in Safety, Security & Emergency Management Agencies (SEMT 322)  
 Safety and Security Management (SEMT 326)  
 Emergency Management Theory and Practice (SEMT 328)  
 Labor Relations and Public Sector Bargaining (SEMT 424)  
 Homeland Security - Theory and Practice at the Local Level (SEMT 432)  
 Risk Management and Threat Assessment (SEMT 436)  
 Safety and Security Planning (SEMT 438)

## SMALL BUSINESS MANAGEMENT

**Program Chair,****Karen Ferguson, Ph. D.**

The Small Business Management minor is designed for undergraduate students interested in starting and/or managing their own business. Grounded in the principles of Entrepreneurship, the minor in Small Business Management prepares students to create a sustainable competitive advantage in starting and managing a small business.

The educational objectives of the Small Business Management minor are to enable a student to:

- Think creatively to turn their current knowledge and skills into a business
- Hire and manage employees
- Effectively price, market, and sell a product or service
- Perform a thorough market analysis
- Write and propose a business plan

**(16 credit hours)**

Small Business Management (AMGT 415)

Management and Organization in Small Business (AMGT 430)

Small Business Accounting and Finance (AMGT 435)

Select 4 hours of Major Area electives listed in the Bachelor of Science degree section for the Applied Management major.

## WEB DESIGN

**Program Chair,****William H. Hochstettler III, Ph.D.**

The Web Design minor offers selected courses in graphic design and Web development to students who may have an interest in the subject of graphic design as it applies to the construction of Web pages but are majoring in another program. The coursework provides a foundation in graphic design and the skills necessary to develop basic Web sites.

The educational objectives of the Web Design minor are to enable a student to:

- Design and implement basic Web sites incorporating DHTML, Javascript, and cascading style sheets
- Apply the principles and elements of graphic design, typography, and color to the design of Web pages

**(14 credit hours)**

Introduction to Web Authoring (COMP 107)

Fundamentals of Graphic Design (GRPH 210)

Advanced Graphic Design (GRPH 310)

Graphic Editing Software (WEBD 117)

Web Design & Implementation (WEBD 234)

## WEB DEVELOPMENT

**Program Chair,**  
**William H. Hochstettler III, Ph.D.**

The Web Development minor enables students to learn Web layout, architecture, navigation, coding, and programming in order to create effective Web sites. This minor is designed for those who want to learn technical and graphic aspects of Web site development but do not want Web development to be a career focus.

The educational objectives of the Web Development minor are to enable a student to:

- Apply advanced object-oriented principles of inheritance and polymorphism to analyze real-world problems and design, implement, and test solutions using a programming language
- Design and implement basic Web sites incorporating DHTML, Javascript, and cascading style sheets
- Apply the principles and elements of graphic design, typography, and color to the design of Web pages

**(18 credit hours)**

Introduction to Web Authoring (COMP 107)

Introduction to Computer Science & Object-Oriented Programming (COMP 111)

Object-Oriented Data Structures & Algorithms I (COMP 121)

Fundamentals of Graphic Design (GRPH 210)

Graphic Editing Software (WEBD 117)

Web Design and Implementation (WEBD 234)