

# UNDERGRADUATE MINOR IN SOCIAL RESPONSIBILITY AND IMPACT IN BUSINESS

## Become a Leader in Responsible Business



UConn’s Marketing Department gives you the solid training you need to excel in Social Responsibility and Impact in Business. Broaden your experience with faculty internationally recognized for their expertise in human rights and sustainability.

Highlights of the Social Responsibility and Impact in Business minor include:

- Study of foundational topics in responsible business including corporate social impact, responsibility and accountability, evolving expectations of business organizations, legal and market-based drivers of corporate sustainability, and global and local business solutions to societal challenges.
- Analysis of law, policy, and business practice through discussions, debates, and case studies.
- An emphasis on developing critical thinking skills to analyze and address societal challenges.

For more information visit <https://undergrad.business.uconn.edu/academics/minors>

### POLICIES

- A minimum of 9 credits required for this minor must be earned in residence at the University of Connecticut. Education Abroad courses may not be used to meet this residency requirement.
- <sup>R</sup> **Residence Requirement:** BLAW/HRTS/MKTG 3252, BLAW/BADM/MKTG 3253, BLAW/HRTS/MKTG 3254, MKTG/BADM 3255, and MKTG/BADM 3258 must be taken in residence at the University of Connecticut.
- Students may earn only one minor in business disciplines. A student may earn a second minor if it is offered jointly by the School of Business and another School or College, and all coursework used to satisfy that second minor is from non-Business coursework. View the University Catalog for additional details and limitations.
- Non-Business majors may attempt no more than 18 credits (approximately 6 courses) of 3000/4000-level coursework offered by the School of Business, which includes work transferred in as equivalent to courses offered by the School of Business. View the University Catalog for additional details.

### REQUIREMENTS

RECOMMENDED SEQUENCE	BUSINESS MAJORS	HRTS MAJORS	OTHER NON-BUSINESS MAJORS
Junior First Semester	BLAW 3175	BADM 3720	BADM 3720
Junior Second Semester	Complete three (3) courses from the following list*: <ul style="list-style-type: none"> <li>• BLAW/HRTS/MKTG 3252—Business and Human Rights<sup>R</sup></li> <li>• BLAW/BADM/MKTG 3253—Sustainability, Markets, and Society<sup>R</sup></li> <li>• BLAW/HRTS/MKTG 3254—Social Responsibility and Accountability in Business<sup>R</sup></li> <li>• MKTG/BADM 3255— Global Issues in Marketing for Social Impact<sup>R</sup></li> <li>• MKTG/BADM 3258—Marketing Strategy for Environmental and Social Impact<sup>R</sup></li> </ul>		
Senior First Semester			
Senior Second Semester			
Senior Second Semester			

\*Business students should register for the BLAW/MKTG sections; Human Rights majors should register for the HRTS sections; other non-Business majors should register for the BADM/HRTS sections.

<sup>R</sup>Must be taken in residence at the University of Connecticut