

# STRATEGY, LEADERSHIP & ANALYTICS MINOR

The Strategy, Leadership and Analytics Minor prepares students to be leaders who can manage the dynamics of rapidly changing marketplaces and adapt strategically and creatively for future careers.

## Learning outcomes:

- Economic Planning Acumen – Students will understand the language and practice of financial and data-driven strategies, including financial planning and analytics measurement and forecasting.
- Leadership Concepts and Practices – Students will analyze and assess leadership strategies through historical and contemporary lenses.
- Critical Perspectives on Business, Industries, and Society – Students will be able to contextualize business trends and economic markets through a liberal arts discipline or perspective.
- Integration of Disciplinary Expertise with Career Opportunities – Students will be able to link their chosen majors to employment trends and practices.

## Requirements

Minors will take 18 hours of coursework that includes: one gateway course (3 credits), one economic planning or forecasting course (3 credits), and 12 credits of elective courses. Students are encouraged, but not required, to choose electives based on learning modules that are organized on the program website by organizational paradigms or industries.

Course ID	Title	Credits
<b>Gateway Course:</b>		
SLAM 1010	Entrep Lead & Prob Solv	3
<b>Economic Planning Courses (Take at least one of the following):</b>		
ECON 1010	Introduction to Microeconomics	3
SLAM 2010	Financial Literacy	3
SLAM 2020	Financial Analysis and and Budgets	3

## Elective Choices:

Choose 12 hours of courses from the following list. Suggested modules may be found on the program website.

Course ID	Title	Credits
ACCN 2010	Financial Accounting	3
ANTH 3190	Economic Anthropology	3
ANTH 3195	Financial Lives	3,4
ARBC 3060	Business Arabic	3
ARHS 4560	Museum Internship	3
ARHS 6660	Art Acquisitions, Collect Mgmt	3
ASTC 3070	Business Chinese	3
CLAS 4110	Classical Leadership Lab	3
COMM 2650	Mass Communication Law	3
COMM 3260	Media Industry Analysis	3,4
COMM 4670	Creative Economy Topics	3,4
ECON 1020	Introduction to Macroeconomics	3
ECON 3100	Economics of Money & Banking	3
ECON 3340	Government and The Economy	3
ECON 3420	Economic History of the United States	3
ECON 3810	Labor Economics	3
HISU 2680	Working in America	3
INTR 1990	Liberal Arts Internship	1
MEMS 1999	Medieval and Early Modern Events Management	1-3
MUSC 2800	Intro To Music Business	3
PHIL 2600	Ethics In Business	3
POLC 4030	Comparative Political Economics of the Welfare State	3-4

POLI 3540	International Political Economy	3,4
SLAM 2030	Introduction to Data Analytics	3
SLAM 2600	Introduction to Creative Industries	3
SLAM 3010	Principles of Leadership	3
SLAM 3020	Strategic Leadership in Practice	3
SLAM 3030	Marketing Strategies for Business and Creatives	3
SLAM 3050	Public Relations	3
SLAM 3060	Philanthropy and Social Change	3
SLAM 3070	Non-Profit Development	3,4
SLAM 3080	Fundraising and Sponsorship	3
SLAM 3100	Digital Entrepreneurship	3
SLAM 3910	Special Topics	3
SLAM 3911	Special Topics	3-4
SLAM 3912	Special Topics	3
SLAM 3913	Special Topics	3
SLAM 3914	Special Topics	3
SLAM 4570	Public Service Internship	1-3
SOCI 1510	Work In American Society	3
SOCI 2180	Wealth,Power and Inequality	3
SOCI 2500	Organizational Behavior	3
SOCI 2700	Soc Psych Everyday Life	3
SPAN 3050	Spanish Grammar & Writing Business	3
THEA 6550	Stage Management 1	3
THEA 6552	Performing Arts Management	3

## Contact

For more information, contact the School of Liberal Arts (<https://liberalarts.tulane.edu/slam/contact-us/>).