

SUMMARY OF DIFFERENCES BETWEEN THE MAD MINOR AND THE MBE MINOR

MAD Minor

Summary: The MAD Minor takes a non-traditional interdisciplinary perspective on data analytics with management applications, providing students with basics in modern analytical methods and communication techniques that focus not only on business and economic factors but also the triple bottom line of People, Planet, and Profit. The goal is to cultivate student potential for future leadership and management roles.

Catalog: "The Minor in Management Analytics and Decision-Making (MAD) will immerse students in interdisciplinary courses that foster rigorous analytical and communication skills, as well as critical thinking, with regards to managing data and analytics in complex environments. Students who earn the MAD Minor will attain skills that will help them succeed in interdisciplinary environments, solve problems, and manage resources mindful of risk, uncertainty, human dimensions, and sustainability... the minor in Management Analytics and Decision-making (MAD) provides students the tools to collect, analyze, manage, visualize and communicate data in support of diverse management applications, particularly in the context of "triple bottom-line" thinking... People, Planet, and Profit."

Courses: The MAD Minor requires 5 courses, one of which may come from a student's major (see list of approved major courses), and only one of which is a lower division requirement, Entrepreneurship. In principle, the MAD Minor can be completed along with almost any Engineering major with no extra semesters needed. In addition, most of the MAD Minor courses – the courses with MIST course codes – fulfill GE requirements.

MBE Minor

Summary: The MBE Minor follows a traditional disciplinary focus on business economics, providing students basics in accounting, statistics, economics, management strategy, and related areas.

Catalog: "The Management minor at UC Merced provides an opportunity for students who are majoring in another field, such as the sciences or engineering, to learn the fundamental analytical and quantitative tools necessary for management decision-making. Students receive analytical and quantitative training from a blend of fields including accounting, economics, finance, marketing, and strategy."

Courses: The MBE Minor requires 6 courses from ECON and MGMT only, including two lower division courses, Financial Accounting and Statistics.