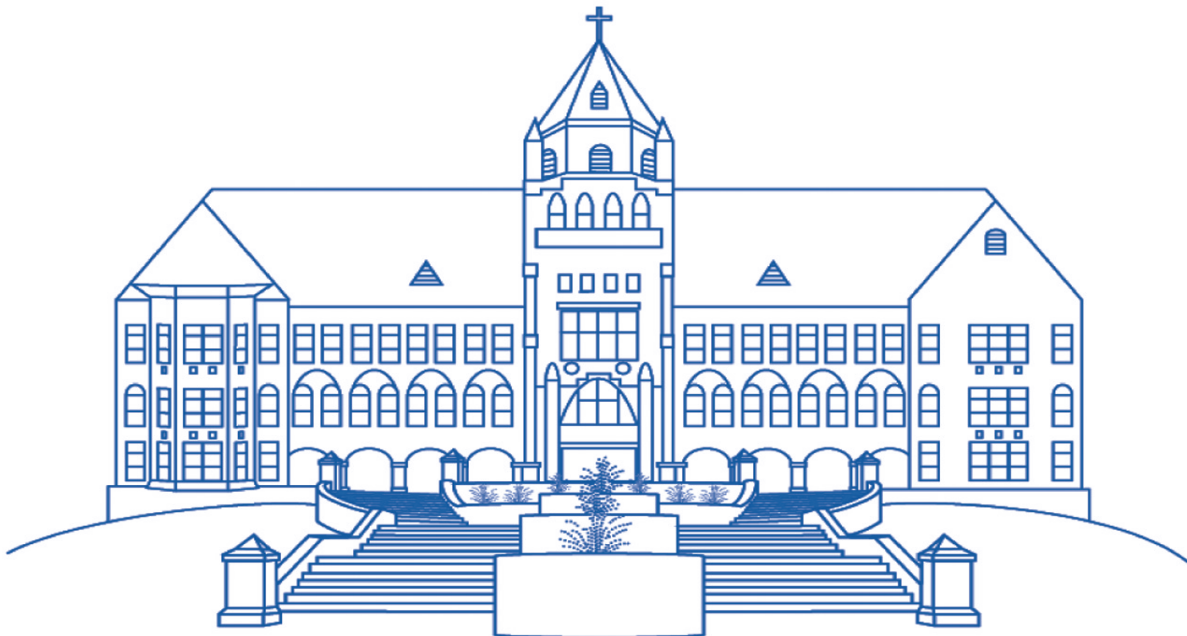


UNDERGRADUATE PROGRAMS 2016 - 2017



SAINT LOUIS UNIVERSITY
—
JOHN COOK SCHOOL OF BUSINESS



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Mission

Our mission is excellence in business education inspired by the Jesuit ideals of seeking truth, educating the whole person, and serving others.

Introduction

The history of Saint Louis University, a private university under Catholic auspices, can be traced to the foundation of the Saint Louis Academy by The Right Reverend Louis William DuBourg, Bishop of Louisiana, in 1818, three years before Missouri became a state in the Union. The Society of Jesus took over the direction of the school in 1826 and, in 1832, the small Jesuit college received its charter as Saint Louis University, becoming the first university established west of the Mississippi.

The School of Business was founded in 1910 as a distinct unit of Saint Louis University, one of the first schools in the American West to provide business education at the university level. In fall 2000, the school was named for alumnus John Cook in recognition of his many contributions to the business school and university.

The instructional activities of the John Cook School of Business are founded on certain fundamental principles. First, the school seeks to support the development of students by means of selected disciplines which cultivate critical and analytical thinking, leadership, and written and oral communication skills. Second, the school encourages the development of intellectual, moral, and social habits which distinguish its graduates as ethical leaders in their chosen fields of business and in their communities. Further, the school aids graduates in the pursuit of their chosen professional objectives and guides students in the selection of their business careers.

The John Cook School of Business offers a Bachelor of Science in Business Administration (B.S.B.A.) with concentrations available in multiple business disciplines. The school continues to educate, in the unique Jesuit tradition, well-rounded, knowledgeable, skilled, and ethical business graduates who are prepared to assume leadership roles in a variety of organizations.

Accreditation

Selecting a business school is one of the most important decisions a student makes; therefore, high standards should be set. The premier business school accrediting body, the **AACSB International (Association to Advance Collegiate Schools of Business)**, governs the standards by which business schools are evaluated.

Achieving **AACSB** accreditation in the field of business education ensures continuous quality improvement in the learning environment through enhancements to the curriculum, instructional resources, student selection, career planning and placement, and the intellectual contributions and qualifications of the faculty.

The faculty and staff of the John Cook School of Business are proud of our accreditation status and believe that it places us in a category of distinction among our peers. Less than **10%** of business schools **worldwide** have achieved **AACSB** accreditation. Students who choose to attend an **AACSB**-accredited business school join an environment where a highly qualified faculty guides the students' study through a curriculum relevant to contemporary business needs and practices.

In addition, the Accounting program has received separate AACSB accreditation making it one of 186 programs worldwide to achieve this recognition.

Principles for Responsible Management Education

In December 2008 as Wall Street was crumbling, a group of universities from across the globe gathered at the United Nations to define actions that they should take to support a new approach for business in society. The Principles for Responsible Management Education, PRME (p. 39), are a call to transform curricula, research, and teaching methodologies based on the universal values of sustainability, social responsibility, and good corporate citizenship. The John Cook School of Business was pleased to be a signatory since PRME reflects our values and traditions.

Degree-Enhancing Opportunities

In today's competitive business environment, it is imperative that students gain career-related experience prior to graduation. Recognizing this necessity, the Cook School of Business provides an **internship program** (pp. 24-25) with relationships with employers in the St. Louis region and throughout the United States, which gives students a wide range of choices for their internship experiences. An internship allows students to combine classroom learning with practical work experience and is an extremely valuable component of a college education. With the school's urban setting, an ideal location for students pursuing a business degree, students have the ability to participate in an internship while continuing to attend classes.

In addition to the internship program, the location of the school provides students many opportunities to develop leadership through service to the community. Through the nationally recognized (*The Templeton Guide: Colleges that Encourage Character Development*) **Service Leadership Program** (p. 22), students have the opportunity to bridge Ignatian philosophy with academic learning, personal experiences, and reflection.

Building sustainable societies is increasingly important, both pragmatically and as a social issue. The **Sustainable Business Practices Track** (p. 23) within the Service Leadership Program is intended to help undergraduate business students understand how firms can achieve economic sustainability while also pursuing environmental and social sustainability.

With the increasing globalization of business, it is important for graduates to possess sensitivity to the impact of cultural, social, economic, and political differences, which can be gained through a **study abroad** experience (p. 26). At the university's Madrid campus, all business students have the option to study for a semester; however, **students pursuing a concentration in International Business or Economics have the option of completing the degree at the Madrid campus**. In addition to the Madrid program, the school offers students the opportunity to participate in a study abroad or exchange experience at multiple locations around the world.

Students may elect to participate in one of the school's sixteen active **student organizations** that not only aid in the development of leadership and communication skills, but also provide students invaluable networking opportunities with business and civic leaders from the community.

Special Programs

Cook Business Scholars - 3 Year Degree Program

The Cook Scholars Program is available only to entering freshmen with at least a 30 ACT or 1330 SAT and a 3.75 GPA. This program will allow students to complete the business degree in only three calendar years, including summer courses. The curriculum is the same as our traditional 4-year program; this is only a time-shortened, not content-shortened, program. As a Cook Scholar, students will have guaranteed enrollment in business courses (not particular sections) as long as the curriculum plan is followed. To remain in the program, students must maintain a minimum 3.5 cumulative SLU GPA. In the 3rd year, scholars will receive a \$2,000 scholarship.

Cook Scholars 3+3 Accelerated Program with Law School

Pre-professional study is a strength at Saint Louis University and business is a great foundation for the study of law. The John Cook School of Business and Saint Louis University's School of Law offer a 3+3 combined bachelor's degree and law degree. This program allows students to earn a bachelor of science in business administration and a Juris Doctor degree in six years instead of the traditional seven years. Students with a 3.7 undergraduate GPA at the time of application to SLU LAW (during 3rd year of undergraduate program) will receive guaranteed admission to the law school. Students will need to submit an LSAT score at the time of application to SLU LAW. This score will not be taken into consideration for admission into SLU LAW, but will be used for consideration in any merit-based scholarship decision.

Accounting Scholars Program

The Accounting Scholars Program is available only to entering freshmen whose high school scholastic achievement and admission test scores demonstrate superior academic potential. Accounting Scholars who complete the program requirements are guaranteed a seat in Saint Louis University's Integrated Accounting Program (see below) and will be given priority consideration for graduate-level scholarships. Accounting Scholars will not be required to take the GMAT (Graduate Management Admission Test), but must formally submit application material to the Integrated Accounting Program to complete their admission.

Requirements:

- Composite ACT score of at least 30 or a combined SAT score of at least 1330 (math and verbal)
- High School GPA of at least 3.6 (weighted or unweighted)

To remain in the program, students must:

- maintain a minimum 3.5 cumulative SLU GPA at the end of each year.
- complete select coursework and other activities as determined by the Accounting Department.

Integrated Accounting Program

The Integrated Accounting Program allows students the opportunity to complete both the undergraduate and graduate degrees in accounting simultaneously. This program is designed for students entering SLU with: 1) a university scholarship AND 2) college credit earned prior to entering SLU. There may be a financial aid advantage to this option. Any unused undergraduate university scholarships (tuition remission is **NOT** considered a university scholarship and therefore can not be used for the master's component of the integrated program.) may be applied while enrolled in master-level coursework. However, undergraduate federal aid would not apply for the master's component of the integrated program. For admission into the Integrated Accounting Program, a student's overall GPA and GMAT (Graduate Management Admission Test) score are very important. As a general rule, a student with a GPA of at least 3.5 and GMAT score of at least 500 will be admissible into the program. The GMAT requirement may be waived for SLU accounting undergraduates with at least a 3.6 cumulative gpa at the end of 105 credit hours. Students may apply to be admitted to this program upon completion of: (a) a minimum of 75 semester credit hours of college credit (including a minimum of 15 semester credit hours at SLU with a cumulative GPA of 3.0 or higher); and (b) an upper level accounting course taken at SLU with a grade of "B" or higher.

CFA Program Partner

The Department of Finance is a CFA Program Partner. This initiative is a relationship between the CFA Institute and select colleges and universities around the world (less than 170 schools worldwide are CFA Program Partners) that have embedded a significant percentage (70%) of the CFA Program Candidate Body of Knowledge into their degree programs. In addition, these institutions have committed to covering CFA Institute ethical and professional standards in these degree programs. Recognition as a CFA Partner provides a signal to potential students, current students, and the marketplace that the university curriculum is closely tied to professional practice and is well suited to preparing students to sit for the CFA exams.

SAP University Alliance

The John Cook School of Business is a member of the SAP University Alliance, which allows the school to provide students in certain courses with hands-on experience with SAP (Systems Applications Products) software. This enables students to put classroom theory into practice. Students who possess a workable knowledge of enterprise resource planning (ERP) using SAP software have the opportunity to obtain an SAP Certificate awarded by SAP America, Inc. This requires the completion of three courses (with at least a B) that utilize SAP software (p. 15).

The Nielsen Company Partnership

The Marketing Department and The Nielsen Company have partnered to bring Nielsen's data and data analysis tools into the Department's Marketing Analytics course as well as several other required and elective courses. Nielsen provides training to the faculty and student access to the same data and tools used by their support analysts. This partnership provides students with current industry concepts and tools that are especially useful and relevant in the burgeoning area of market analytics.

Honors, Pre-Law, and Pre-Professional Health Studies Programs

The Cook School of Business participates in the University's Honors, Pre-Law, and Pre-Professional Health Studies programs. Students in each of these programs have the opportunity to complete a major in business in addition to any required program courses. For more information, contact the advisor for each program: Honors Program: (314) 977-3951; Pre-Health & Pre Law Studies: (314) 977-2840.

General Information

Admission Requirements

The minimum grade point average (GPA) requirement for admission to the Cook School of Business is 2.5 for freshmen and transfer students. Students must be admitted to the business school no later than one semester before the semester in which they are applying to graduate.

Academic Advising / Faculty Mentoring

In their first semester, business school students are assigned an academic advisor who will assist students in sequencing the courses needed to graduate. In addition, the academic advisors serve as the liaison between students and a number of student-centered services available on campus. Business school students also have faculty mentors who provide career advice, general guidance, and are available to discuss students' personal and educational goals.

Academic Integrity

Students, faculty, and staff members share the responsibility to maintain a learning environment of mutual trust and integrity. Academic dishonesty violates this trust and may result in grade reduction and/or probation, suspension, or dismissal. Dishonest conduct includes, but is not limited to, soliciting, receiving, or providing any unauthorized assistance, including use of technological devices, in the completion of any work submitted for academic credit. It is the responsibility of any student who observes such dishonest conduct to call it to the attention of a faculty member or administrator.

Pass / Fail Option

The Cook School of Business does **NOT** allow the pass/fail option to ANY undergraduate student enrolled in business courses. In addition, business students may **NOT** take **ANY** course on a pass/fail basis for courses used to fulfill degree requirements.

Repeating Courses

Students may repeat courses. All repeated courses and grades will be recorded on the academic transcript with the most recent course included in the grade point average and noted as “included”, while the previous courses will be noted as “excluded”. All courses designated as excluded will:

1. Not be included in cumulative earned credit hour totals,
2. Not be awarded quality points and therefore not calculated in a student’s cumulative grade point average
3. Not apply toward graduation requirements. Courses excluded from the Repeating Course policy are courses that may be repeated for credit, for example Special Topics, Independent Study, Internships and Clinical Learning Experiences.

Students may not repeat a graded course with a Pass/No Pass grade.

Undergraduate Students Enrolled in Graduate Business Courses

Undergraduate students are generally not permitted to enroll in graduate business courses; however, seniors with at least a 3.0 cumulative SLU GPA may petition to take up to six hours of graduate coursework in the last semester of their senior year. Approval by the assistant dean is required.

Transfer Credit Guidelines / Concurrent Enrollment / Summer Coursework

Students interested in transferring credit from another institution should contact Undergraduate Student Services in the Cook School of Business to determine applicability of transfer coursework toward graduation requirements. Students must earn a grade of “C” or higher in approved transfer courses. Continuing students must receive approval **PRIOR** to enrolling in courses away from SLU. Full-time, business degree-seeking students may **NOT** take courses concurrently at other institutions during the fall and spring semesters unless offered through an inter-university agreement. Students are limited to a total of 9 hours of summer coursework; however, students with at least a 3.0 may petition to take up to 12 hours of summer work.

Academic Probation / Dismissal

Students whose cumulative SLU grade point average falls below 2.0 are required to apply for probationary status, which allows for no more than two consecutive semesters to improve scholastically and to demonstrate the ability to make progress toward a degree.

During the probationary period, advisors help students achieve academic success by closely monitoring their academic performance. Students on probation may **NOT** register for more than 15 hours of coursework as defined by the terms of the probation and may not submit an application for a degree.

The conditions under which a student is dismissed from the school include:

1. Inability to eliminate probationary status within the two semesters subsequent to the assignment of probation **OR**
2. A total grade point average deficit of more than 15 points.

Accounting Program Probation

Accounting students will be on program probation if the SLU cumulative GPA falls below a 2.7. Students will have one semester to increase their cumulative GPA to a 2.7; if not, students will not be allowed to register for 3000 or 4000 level accounting courses.

Economic Program Probation

Economics students (both concentration and supporting area) will be on program probation if the GPA in economics courses used to fulfill concentration or supporting area requirements falls below a 2.0. Students will have one semester to increase their concentration or supporting area GPA to a 2.0; if not, students will not be allowed to register for 3000 or 4000 level economics courses.

Double Business Concentrations

Business majors may supplement a chosen concentration with a second concentration and/or supporting area in a different business discipline. Students completing more than one concentration within the business school will receive a Bachelor of Science in Business Administration degree with the transcript indicating the concentrations. If a business course overlaps two business areas, it may be counted only once and credited to one functional area, e.g. Sports Marketing may be used to satisfy a marketing concentration requirement or a sports business concentration requirement, not both.

From time to time, requests are made to complete a second concentration, supporting area, or minor AFTER the undergraduate degree has been awarded. In order for such designations to be awarded and noted on the transcript, all coursework for the additional area of study must be completed within one year after the conferral of the undergraduate degree.

Graduation Requirements

To be certified for graduation, a student must complete all course requirements and meet all of the following conditions:

1. apply to graduate;
2. earn a minimum 2.0 cumulative GPA in all SLU coursework; Accounting students must earn a minimum 2.7 cumulative GPA in all SLU coursework and earn grades of “C” or higher in all courses that fulfill the concentration requirements; Economics students must earn a minimum 2.0 GPA in all economics courses that fulfill the concentration requirements;
3. earn a minimum 2.0 cumulative GPA in all business coursework taken at SLU;
4. complete the Arts and Sciences core as specified in the business school curriculum;
5. complete 30 of the final 36 credit hours in residence at the St. Louis campus or an approved Study Abroad program;*
6. complete at least 50% of business coursework in residence at the St. Louis campus;*
7. complete concentration course requirements in residence at the St. Louis campus;*
8. Students transferring from the SLU-Madrid campus must complete a minimum of 40 hours of coursework, including a minimum of 30 hours of business coursework, in residence at the St. Louis campus.*

*Students may pursue the International Business or Economics concentrations at the St. Louis campus and/or at the Madrid campus. The residency requirement then applies to courses taken at either campus.

Graduation Honors

Graduation honors are as follows:

Cum laude	3.5 GPA
Magna cum laude	3.7 GPA
Summa cum laude	3.9 GPA

Averages for graduation honors are computed only on the basis of coursework taken at Saint Louis University. To be eligible for honors, students must complete a minimum of 60 hours at Saint Louis University.

Curriculum

The business school’s undergraduate curriculum is developed by the faculty and is guided by standards set by the premier business school accrediting body, the AACSB International. In addition, to assist in ensuring that the curriculum is up-to-date and relevant, the school and many of the departments have advisory boards that allow interaction with the business and professional communities.

The curriculum affords both important breadth and depth of knowledge necessary to prepare students for success in today’s diverse and highly technical business world. The core curriculum (p. 10) provides a breadth of knowledge by combining a strong Arts and Sciences core (48 credit hours) with Business Common Body of Knowledge (CBK) coursework (45 credit hours), which includes studies in multiple business disciplines: accounting, economics, finance, information technology management, international business, management, marketing, and operations management.

Included in the business CBK coursework is BIZ-1000, Business Foundations and BIZ-3000, Career Foundations. BIZ-1000 provides freshmen with an overview of the nature of business and shows students how the business curriculum is designed to help prepare them for a business career. In addition, the course addresses some common transition-to-college issues faced by freshmen. BIZ-3000 is designed to help students pro-actively identify a potential career path, learn and practice skills that will help to secure internships and full-time opportunities upon graduation. Students will participate in workshops, career fairs, and networking events with employers, alumni and executives. For more information, contact the Career Resources Center (Davis-Shaughnessy Hall 150) or speak with an academic advisor.

Beyond the business CBK coursework and the Arts and Sciences core, a depth of knowledge is achieved through advanced courses in a business concentration (major) (15-21 credit hours) of the student’s choice: accounting, analytics and enterprise systems, economics, entrepreneurship, finance, information technology management, international business (also requires 12 credit hours of foreign language), leadership and human resource management, marketing, and sports business.

Business majors may supplement a chosen concentration with a second concentration and/or a supporting area in a different business discipline. (p. 8, Double Business Concentrations.)

Business majors may elect to pursue certificates, minors, and majors offered in fields outside of business. (See those programs for specific requirements.)

B.S.B.A. DEGREE REQUIREMENTS

BUSINESS COMMON BODY OF KNOWLEDGE (CBK) REQUIREMENT.....45 hours

ACCT-2200	Financial Accounting.....	3
ACCT-2220	Managerial Accounting.....	3
BIZ-1000	Business Foundations (includes a lab).....	1
BIZ-3000	Career Foundations.....	1
BIZ-4000	Business Capstone*.....	1
ECON-1900	Principles of Economics.....	3
ECON-3120	Intermediate Macroeconomics.....	3
ECON-3140	Intermediate Microeconomics.....	3
FIN-3010	Principles of Finance.....	3
IB-2000	Introduction to International Business.....	3
ITM-2000	Information Technology With Supply Chains.....	3
MGT-2000	Legal Environment of Business I.....	3
MGT-3000	Management Theory and Practice.....	3
MGT-4000	Strategic Management and Policy*.....	3
MKT-3000	Introduction to Marketing Management.....	3
OPM-2070	Introductory Business Statistics.....	3
OPM-3050	Introduction to Management Sciences and Operations Management.....	3

ARTS AND SCIENCES CORE REQUIREMENTS.....48 hours

ENGL-1900	Advanced Strategies of Rhetoric and Research**.....	3
ENGL-2250, 2350, 2450, 2550, 2650, 2750, 2850	or Foreign Language Literature course.....	3
ENGL-4000	(strongly recommended), English Literature or Fine Arts course (Art, Art History, Dance, Film Studies, Music, Theatre)***.....	3
CMM-1200	Public Speaking**.....	3
HIST-1110/1120	Origins of the Modern World.....	3
PSY-1010	General Psychology.....	3
Two additional courses selected from: African American Studies, American Studies, History, Political Science, Psychology, Sociology, or Women's and Gender Studies.....		6
MATH-1200	College Algebra****.....	3
MATH-1320	Survey of Calculus**.....	3
One Natural Science course (Biology, Chemistry, Earth & Atmospheric Sciences, Physics, or Sociology-2600).....		3
One additional Math***** or Natural Science course.....		3
PHIL-1050	Introduction to Philosophy: Self and Reality.....	3
PHIL-2050	Ethics.....	3
THEO-1000	Theological Foundations.....	3
THEO-2XXX	Theology Course.....	3

AREA OF BUSINESS CONCENTRATION (MAJOR).....15-21 hours

ELECTIVES.....6-12 hours

A student may need additional electives to satisfy the degree requirement of 120 credit hours. These electives may be chosen from any traditional area of study within the University, thus giving the student the opportunity to diversify his/her background.

TOTAL REQUIRED FOR DEGREE.....120 hours

* All other Business CBK must be completed prior to taking BIZ-4000 and MGT-4000 in the final semester.

** Must be completed by the end of the sophomore year in order to enroll in business courses junior year. MATH-1510 (Calculus I), or higher level calculus course may be substituted for Math 1320.

*** Upper division foreign language may be substituted; however, students for whom English is a second language may not complete this requirement in their native language.

**** Students exempt from MATH-1200 must replace with **approved** math course.

***** MATH course must be approved.

COURSE OF STUDY

The following is one possible sequence of courses to complete the business degree: (See page 10 for program details.)
Course pre-requisites are noted in parenthesis.

First Semester

FRESHMAN

ENGL-1900*	3
Arts & Sciences Core	3
MATH-1200*	3
Arts & Sciences Core	3
Arts & Sciences Core	3
BIZ-1000 (includes a lab)	1
	16

SOPHOMORE

IB-2000 (ECON 1900)	3
ACCT-2200 (Sophomore Standing)	3
OPM-2070 (MATH 1200)	3
Arts & Sciences Core	3
Arts & Sciences Core	3
	15

JUNIOR

ECON-3120 or ECON-3140 (ECON 1900 & Math 1320 or 1510)	3
FIN-3010 (ACCT 2200, OPM 2070, ECON 1900, & ACCT 2220)	3
MGT-3000 (Sophomore Standing)	3
MKT-3000 (Sophomore Standing)	3
Arts & Sciences Core	3
	15

SENIOR

Concentration	3
Concentration	3
Arts & Sciences Core	3
Elective/Concentration***	3
Elective	3
	15

Second Semester

FRESHMAN

ITM-2000	3
ECON-1900 (MATH 1200)	3
Arts & Sciences Core	3
CMM-1200*	3
MATH-1320* or Math 1510* (MATH 1200 or 1400)	3
	15

SOPHOMORE

ACCT-2220 (ACCT 2200)	3
ECON-3120 or ECON-3140 (ECON 1900, MATH 1320 or 1510)	3
MGT-2000	3
BIZ-3000**	1
Arts & Sciences Core	3
Arts & Sciences Core	3
	16

JUNIOR

Concentration	3
Concentration	3
OPM-3050 (OPM 2070 & MATH 1320 or 1510)	3
Arts & Sciences Core	3
Arts & Sciences Core	3
	15

SENIOR

Concentration	3
Concentration	3
MGT-4000****	3
BIZ-4000****	1
Elective	3
	13

Total Hours required for BSBA Degree: 120

* MATH 1200, Math 1320 or 1510, ENGL 1900 & CMM 1200 must be completed prior to junior year.

** Must be completed by end of 2nd semester, sophomore year or first semester, junior year.

*** If accounting concentration, additional concentration course will replace elective.

**** All Business Common Body of Knowledge courses must be completed prior to registering for MGT 4000 & BIZ 4000.

Business Concentrations (Majors)

Accounting

<http://business.slu.edu/departments/accounting/>

Accounting is the language of business. As organizations become more complex, accountants constantly improve the processing, reporting and interpreting of information about organizational activities. Accounting is a career that involves people, with accountants heavily interacting with others in decision-making and problem-solving in modern business. With the accounting concentration students gain an understanding of how information is identified, measured, communicated and used. Essentially, accountants are trained in the area of information processing and analysis.

Students may choose to graduate with the 120-hour bachelor's degree; however, students who plan to take the CPA Examination are required to complete 150 hours of college credit as a prerequisite for taking the exam. Students may accumulate the 150 required hours in several ways: complete 150 hours at the undergraduate level; complete the 120 hour bachelor's degree and complete the 30 hour Master of Accounting degree sequentially; or complete the Integrated Accounting Program (p. 6), which allows students the opportunity to complete both the undergraduate and graduate degrees in accounting simultaneously. The GMAT (Graduate Management Admission Test) requirement for entry into the Master of Accounting Program may be waived for SLU accounting undergraduates with a GPA of at least a 3.6. The Department of Accounting also offers an Accounting Scholars Program (p. 6) for qualified incoming freshmen.

The Department of Accounting offers the Bachelor of Science in Business Administration with a concentration in Accounting.

Required:

Twenty-one (21) hours in addition to ACCT-2200 and ACCT-2220, which are taken as business CBK requirements. Accounting students must earn a grade of "C" or higher in all courses used to fulfill concentration requirements. In addition, a minimum SLU cumulative GPA of 2.7 is a prerequisite for all 3000 and 4000 level accounting courses.

21 hours as follows: *

ACCT-3110	Financial Reporting I
ACCT-3220	Cost Management
ACCT-4110	Financial Reporting II
ACCT-4250	Accounting Information Systems
ACCT-4300	Federal Income Tax I
ACCT-4400	Auditing
ITM-2500	Spreadsheet & Database Productivity

*Students in the Integrated Accounting Program are required to take MGT-4500, Legal Environment of Business II, as a component of their undergraduate degree during the last semester of master's level coursework.

Analytics and Enterprise Systems

<http://slu.edu/business/academic-departments/operations-and-information-technology-management>

The Operations and Information Technology Management Department offers a concentration in Analytics and Enterprise Systems. There is a strong demand in the industry for students that have knowledge in analytics and enterprise resource planning (ERP). This concentration will enhance the market value of our graduates holding a BS degree in business. Organizations are looking for IT graduates with knowledge of IT tools related to analytics and ERP. This concentration can be rewarding to students who are interested in a career in analytics, ERP or both areas.

The John Cook School of Business is a member of the SAP University Alliance, which allows the school to provide students in certain courses with hands-on experience with SAP software (the world leader in enterprise systems software). This enables students to put classroom theory into practice. Students who possess a workable knowledge of enterprise resource planning (ERP) using SAP software have the opportunity to obtain an SAP Certificate awarded by SAP America, Inc. This requires the completion of **three** of the following courses with at least a B in each: ITM-3100, ITM-3700, ITM-4900, ACCT-4250. Such certification will be useful for employers who not only use SAP/ERP but also others who use non-SAP/ERP tools (e.g. PeopleSoft). For more information, go to <http://slu.edu/business/academic-departments/operations-and-information-technology-management>.

The Department of Operations and Information Technology Management offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in analytics and enterprise systems.

Required:

Eighteen (18) hours in addition to ITM-2000 which is taken as a business CBK requirement.

12 hours:

ITM-3300 Database Management Systems
ITM-3700 Business Analytics
ITM-4700 Business Data Mining
ITM-4900 Enterprise Systems Practicum

6 hours selected from the following:

ITM-3100 Program Development Techniques
ITM-3550 Introduction to Big Data
ITM-3800 Project Management
ITM-4910 Internship
ACCT-4250 Accounting Information Systems*

*May be used in either Analytics and Enterprise Systems area or Accounting area but not both.

Economics

<http://business.slu.edu/departments/economics/>

The Department of Economics offers a major through both the John Cook School of Business (B.S.B.A. with a concentration in Economics) and the College of Arts and Sciences (B.A. in Economics). In addition, students may complete an economics concentration (or major) at the Madrid campus.

Economics is the study of how individuals, firms, and nations make choices when confronted with limited resources. Students of economics learn the principles and methods that individuals and institutions, public or private, utilize to identify the costs and benefits associated with alternative decisions. In doing so, students of economics master a structured, pragmatic approach to solving problems. They analyze microeconomic issues that are relevant to decision-making in private business and in formulating public policy. Students also consider global macroeconomic issues such as the ramifications of the changes in the international economic environment on the growth and prosperity of nations.

The knowledge and skills that the student of economics acquires are useful in almost all professions and are highly desirable for employment requiring strong analytical and problem solving skills. Students of economics find employment in both private business and in government service or pursue graduate degrees in business, economics, law, and public policy, among other areas.

The Department of Economics offers the Bachelor of Science in Business Administration with a concentration in Economics.

Required:

Eighteen (18) hours in addition to ECON-1900, ECON-3120, and ECON-3140, which are taken as business CBK requirements. Economics students must maintain a minimum 2.0 GPA in all economics courses used to fulfill concentration requirements.

3 hours as follows:

ECON-3010 Introduction to Econometrics

15 hours selected from the following:

ECON-3790 Economies of Latin America
 ECON-4080 Industrial Organization and Public Policy
 ECON-4120 Law and Economics
 ECON-4160 History of Economic Analysis
 ECON-4200 Money and Banking
 ECON-4300 International Trade
 ECON-4310 Exchange Rates and the Global Economy
 ECON-4400 Labor Economics
 ECON-4450 Economics of International Migration
 ECON-4500 Sports Economics
 ECON-4560 Economic Development
 ECON-4600 Public Finance
 ECON-4650 Public Choice and Political Economy
 ECON-4700 Health Economics
 ECON-4770 Advanced Econometrics
 ECON-4930 Special Topics in Economics

Entrepreneurship

<http://business.slu.edu/departments/management/>

Entrepreneurship is one of two concentrations offered by the Management Department. Entrepreneurship is the engine of local, national, and global economies and the program is designed to give students all the tools they need to be successful. Students interested in entrepreneurship learn and practice all aspects of the entrepreneurial process from developing an idea to pitching a business plan. Students also have the option to learn about and pursue social entrepreneurial ventures. Entrepreneurship courses integrate the classroom with the real world through a dynamic mix of leading-edge technology, involvement with successful entrepreneurs, and hands-on development of the key skills of creativity, market focus, and business planning that are essential to successful ventures. The academics of the program draw on SLU's world-class resources, including the Cook School's Center for Entrepreneurship, an acknowledged national leader in entrepreneurship education. In addition, students have the opportunity to participate in local and national competitions that in addition to honing their entrepreneurial skills can also lead to external support for their business plans.

The Department of Management offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in Entrepreneurship. The following must be completed in addition to the business Common Body of Knowledge (CBK) requirements, the business school's Arts and Sciences core, and electives:

Required:

Eighteen (18) hours in addition to MGT-2000, MGT-3000, and MGT-4000, which are taken as business CBK requirements.

3 hours selected from the following:

MGT-3200 Managing Ideas in Entrepreneurial Firms*
 MGT-3201 Social Entrepreneurship*

6 hours as follows:

MGT-3210 Managing Resources in Entrepreneurial Firms
 MGT-4200 Business Plan Development

6 hours of concentration electives selected from the following:

MGT-3100 Organization Behavior
 MGT-3300 Management of Human Resources
 MGT-3301 Negotiations and Conflict Resolution
 MGT-4101 Fundamentals of Leadership
 MGT-4102 Organizational Failure, Change & Transformation
 MGT-4103 Current Problems in Management
 MGT-4201 Introduction to Family Business
 MGT-4910 Management Internship

3 hours of breadth electives selected from the following:**

FIN-3160 Real Estate
 MKT-3400 Integrated Marketing Communications
 MKT-3600 Marketing Research
 MKT-4440 Personal Selling

*Students **cannot** take both MGT-3200 and MGT-3201.

A course may **not be used to fulfill requirements in two areas, i.e. FIN-3160 may be used in either the Entrepreneurship area or the Finance area, but not both.

Finance

<http://business.slu.edu/departments/finance/>

Finance involves the study of financial markets and institutions, the valuation of financial assets, and the use of those assets to accumulate wealth and/or mitigate risk. Virtually every business activity requires the deployment of financial capital; thus the field of finance is relevant across the spectrum of economic activity. Students obtaining a concentration in finance have opportunities in investment and risk management, capital acquisition and consulting.

Finance students are strongly encouraged to take additional courses in accounting. Although ACCT 2200 and 2220 are required of all business majors, many employers look favorably upon additional accounting courses. In addition, the CFA level I exam requires knowledge of accounting that goes beyond the two core courses.

The Department of Finance is a CFA Program Partner (p. 6) and has created the Financial Analysis (FA) track within the finance concentration. The track consists of a prescribed set of eight finance and accounting courses along with two electives.

The Department of Finance offers the Bachelor of Science in Business Administration with a concentration in Finance.

Required:

Eighteen (18) hours in addition to FIN-3010, which is taken as a business CBK requirement. A grade of at least a "B-" in FIN-3010 is a prerequisite for all other finance courses.

12 hours as follows:

FIN-3330	Fixed Income Securities and Markets
FIN-3630	Equity Securities and Markets
FIN-4230	Financial Management
FIN-4650	Derivative Securities and Markets

6 hours selected from the following:

FIN-3140	Insurance
FIN-3160	Real Estate
FIN-4250	International Financial Management
FIN-4330	Financial Analysis and Modeling
FIN-4440	Financial Planning
FIN-4530	Advanced Financial Management
FIN-4630	Applied Portfolio Management
FIN-4730	Financial Markets and Institutions
FIN-4910	Finance Internship

FINANCIAL ANALYSIS TRACK* (30 hours)

Required:

Thirty hours in addition to FIN-3010, which is taken as a business CBK requirement. A grade of at least a "B-" in FIN-3010 is a prerequisite for all other finance courses.

24 hours as follows:

FIN-3330	Fixed Income Securities and Markets
FIN-3630	Equity Securities and Markets
FIN-4230	Financial Management
FIN-4330	Financial Analysis and Modeling
FIN-4530	Advanced Financial Management OR
FIN-4630	Applied Portfolio Management
FIN-4650	Derivative Securities and Markets
ACCT-3110	Financial Reporting I**
ACCT-4110	Financial Reporting II**

6 hours selected from the following:

FIN-3160	Real Estate
FIN-4250	International Financial Management
FIN-4530	Advanced Financial Management
FIN-4730	Financial Markets and Institutions
FIN-4911	Financial Analysis Internship
ACCT-4300	Federal Income Tax I**
ACCT-6110	Financial Reporting III**
ACCT-6190	Financial Statement Analysis**

*A course may not be used to fulfill requirements in two areas, i.e. ACCT-3110 may be used in either the Finance Analysis Track or the Accounting area, but not both.

** In addition to course prerequisites, a 2.7 cumulative SLU GPA is a prerequisite for all 3000 and 4000 level accounting courses; a 3.0 SLU cumulative GPA and senior standing are additional prerequisites for 6000 level accounting courses.

Information Technology Management

<http://www.slu.edu/business/departments/operations-and-information-technology-management/>

The Operations and Information Technology Management Department offers a concentration in Information Technology Management (ITM). This concentration is designed to prepare business students for careers as information systems professionals. The program of study focuses on educating students about the development and use of information systems as decision-making and problem-solving tools in a business environment. Students develop the technical skills and organizational insights required to analyze, design, implement, and manage information systems with an emphasis on the application of web-based and object-oriented information technologies. Courses require extensive hands-on projects, teamwork, and use of high-end computer technology. Typical career options for students graduating with a BSBA with a concentration in ITM include systems analyst, database administrator, software/web developer, IT consultant, and information systems manager.

The John Cook School of Business is a member of the SAP University Alliance, which allows the school to provide students in certain courses with hands-on experience with SAP software (the world leader in enterprise systems software). This enables students to put classroom theory into practice. Students who possess a workable knowledge of enterprise resource planning (ERP) using SAP software have the opportunity to obtain an SAP Certificate awarded by SAP America, Inc. This requires the completion of **three** of the following courses with at least a B in each: ITM-3100, ITM-3700, ITM-4900, ACCT-4250. Such certification will be useful for employers who not only use SAP/ERP but also others who use non-SAP/ERP tools (e.g. PeopleSoft). For more information, go to <http://slu.edu/business/academic-departments/operations-and-information-technology-management>.

The Department of Operations and Information Technology Management offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in Information Technology Management.

Required:

Eighteen (18) hours in addition to ITM-2000, which is taken as a business CBK requirement.

9 hours as follows:

ITM-3100	Program Development Techniques
ITM-3300	Database Management Systems
ITM-4100	Systems Analysis and Design

9 hours selected from the following:

ITM-3450	Web Site Design and Development
ITM-3500	Information Security Management
ITM-3550	Introduction to Big Data
ITM-3700	Business Analytics
ITM-3800	Project Management
ITM-4700	Business Data Mining
ITM-4900	Enterprise Systems Practicum
ITM-4910	ITM Internship
ACCT-4250	Accounting Information Systems*

*May be used in either ITM area or Accounting area but not both.

International Business

<http://www.slu.edu/business/departments/international-business/>

Students of international business learn about the impact and implementation of international business practices in the modern marketplace. Since our economy today is increasingly global in nature, students examine how differences in language, communication, social interaction, work attitudes, relationships, economies, politics, religion, pace of life, and social structures affect global commerce.

Students with a concentration in international business are strongly encouraged to study abroad (p. 23). Options range from a large selection of full semester destinations to shorter programs of one or two weeks. Currently there are two short-term programs, called Global Immersion Courses, offered during the spring semester. Destinations include Panama City, Panama and Budapest, Hungary. Full semester options are broad and include partnerships with overseas business schools in Aarhus, Denmark; Angers, France; Antwerp, Belgium; Beijing, China; Hong Kong; Jonkoping, Sweden; Nurnberg, Germany; and Seoul, South Korea. There are also numerous partnerships managed through the university with destinations around the world.

The Department of International Business offers the Bachelor of Science in Business Administration with a concentration in International Business.

Required:

Fifteen (15) hours of international business courses in addition to IB-2000, which is taken as a business CBK requirement, and twelve (12) foreign language credit hours.*

Fifteen (15) hours selected from the following:

IB-3020	Latin American Business
IB-3040	Asian Business
IB-3100	Geopolitics of World Business
IB-3140	International e-Business
IB-3150	Middle Eastern Business
IB-3160	Cultural Differences in International Business
IB-4120	International Business Strategies
IB-4900	Global Immersion in International Business**
IB-4910	International Business Internship
IB-4930	Special Topics in International Business

*Students may test out of up to six (6) hours of foreign language.

**Only one can be used to satisfy IB concentration requirements

Leadership and Human Resource Management

<http://business.slu.edu/departments/management/>

Leadership and Human Resource Management is one of two concentrations offered by the Management Department. Effectively leading and managing workers is one of the critical challenges for organizations and can be the basis of a sustained competitive advantage. Leaders and Human Resource Managers do this by fostering positive interpersonal relationships and organizational cultures. Students will learn how to effectively select, develop, reward, and lead others. The program is designed to give students experiential opportunities both within and outside of classes to enhance their understanding of interpersonal and organizational dynamics. In learning about both the technical and behavioral aspects of leadership and human resources, students will gain an appreciation of the art and science of management.

The Department of Management offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in Leadership and Human Resource Management.

Required:

Eighteen (18) hours in addition to MGT-2000, MGT-3000, and MGT-4000, which are taken as business CBK requirements.

9 hours as follows:

MGT-3100	Organization Behavior
MGT-3300	Management of Human Resources
MGT-4101	Fundamentals of Leadership

6 hours of concentration electives selected from the following:

MGT-3301	Negotiations & Conflict Resolution
MGT-4102	Organization Failure, Change, & Transformation
MGT-4103	Current Problems in Management
MGT-4301	Talent Management
MGT-4302	Compensation
MGT-4910	Management Internship

3 hours of breadth electives selected from the following:

MGT-3200	Managing Ideas in Entrepreneurial Firms*
MGT-3201	Social Entrepreneurship*
MGT-3400	Introduction to Sports Management
MGT-4500	Legal Environment of Business II

Any Option from the Concentration Elective list not used to satisfy that requirement can be taken as a breadth elective.

*Students **cannot** take both MGT-3200 and MGT-3201

Marketing

<http://business.slu.edu/departments/marketing/>

Marketing is a core function for organizations and businesses of all sizes. Marketing focuses first and foremost on customers—understanding them, attracting them and maintaining their loyalty. In this way, marketing undertakes the management of demand.

Marketing develops and tests product concepts, designs merchandising and promotional campaigns, creates and manages the relationship with the customer, collects and analyzes information about the marketplace and creates and carries out the sales plans that generate profit for the firm. Academic courses therefore undertake the analysis of buyer behavior, study integrated methods of marketing communications and closely consider the management and implementation of a wide range of marketing strategies and tactics.

The Marketing Department values and retains close ties with businesses and non-profits. For example, the Marketing Department and The Nielsen Company have partnered to bring Nielsen's data and data analysis tools into the department's Marketing Analytics course as well as several other required and elective courses. Annually the Marketing Department conducts a "live case-study" in which a business professional presents an actual marketing problem that he or she faced (or is currently facing) and challenges the undergraduate marketing students to debate, discuss and help solve practical marketing problems. The Marketing Department is also fully engaged in new forms of electronic commerce that incorporate social media and digital marketing. Current and new course offerings integrate traditional marketing with new non-traditional methods and techniques.

The faculty also supports students engaged in internships and provides other support and encouragement as they consider and pursue various career options. Students with multi-disciplinary interests and desiring to keep a range of career options open may also find marketing a good fit. Students with interests in healthcare management, sports business, international business and entrepreneurship often do focused studies in the marketing area. An active Advisory Board also provides students with access to a network of professionals.

The marketing program is a practical and career-oriented one. Students in the undergraduate marketing program offered by Saint Louis University's John Cook School of Business enhance their prospects for meaningful employment and substantive contributions to society at large.

Required:

Eighteen (18) hours in addition to MKT-3000, which is taken as a business CBK requirement.

9 hours as follows:

MKT-4400	Consumer Behavior
MKT-4650	Marketing Analytics
MKT-4900	Marketing Strategy

(continued next page)

Marketing (continued)

9 hours selected from the following: *

MKT-3300	Marketing Channels and Distribution Systems
MKT-3400	Integrated Marketing Communications
MKT-3500	Sports Marketing
MKT-3600	Marketing Research
MKT-3700	Social Media and Digital Marketing
MKT-4300	Retail Management
MKT-4440	Personal Selling
MKT-4450	Sales Management
MKT-4550	International Marketing
MKT-4600	Brand Management
MKT-4910	Marketing Internship

*Students have an option to organize their required courses and electives into designated curricular tracks, as the following examples illustrate:

Brand Management: MKT-3400, MKT-4550, MKT-4600

Business Development: MKT-3300, MKT-4440, MKT-4450

Marketing Analytics: MKT-3600, MKT-4400, MKT-4650

Marketing Communications: MKT-3400, MKT-4440, MKT-4600

Sports Business

<http://www.slu.edu/business/undergraduate-business-programs/concentrations/sports-business-concentration>

The Sports Business concentration prepares students for a variety of sports-related careers including front-office management and operations, sports marketing and communication, sponsorship development, licensing and representation. The concentration is interdisciplinary and includes courses from management, marketing, economics, IT management and communication. Sports Business students benefit from an active Sports Business Advisory Board, which includes representatives from major and minor league franchises, major sponsorship organizations, sporting goods manufacturers and sports agencies.

The John Cook School of Business offers the Bachelor of Science in Business Administration with a concentration in Sports Business.

Required:

Eighteen (18) hours taken as follows*:

9 hours as follows:

MGT-3400	Introduction to Sports Management
MGT-4400	Integrated Sports Business Planning
MKT-3500	Sports Marketing

9 hours selected from the following:

ECON-4500	Sports Economics
ITM-3800	Project Management
MGT-3301	Negotiations and Conflict Resolution
MGT-4401	Legal Issues in Sport and Entertainment
MGT-4402	Intercollegiate Athletics Management
SPBZ-4910	Sports Business Internship

*A course may not be used to fulfill requirements in two areas, i.e. MKT-3500 may be used in either the Sports Business area or the Marketing area, but not both.

Supporting Areas for Business Majors

In addition to a chosen area of concentration, business majors may complete one or more supporting areas of study in business. The requirements for the supporting areas are listed below. Students are responsible for completing all prerequisites as required.

A course may not be used to fulfill requirements in two areas (concentration and/or supporting area), i.e. IB-3100 may be used in either the International Business concentration or the Globalization and Technology supporting area, but not both

Accounting (12 hours)

Students must earn a grade of "C" or higher in all accounting courses used to fulfill the supporting area. In addition, a minimum SLU cumulative GPA of 2.7 is a prerequisite for all 3000 and 4000 level accounting courses.

ACCT-3110	Financial Reporting I
And three (3) of the following:	
ACCT-3220	Cost Management
ACCT-4110	Financial Reporting II
ACCT-4250	Accounting Information Systems
ACCT-4300	Federal Income Tax I

Business Analytics (12 hours)

ITM-3300	Database Management Systems
ITM-3700	Business Analytics
And two (2) of the following:	
ITM-3550	Introduction to Big Data
ITM-4700	Business Data Mining
MKT-4650	Marketing Analytics*

*Marketing students must take ITM 3550 and ITM 4700 since MKT-4650 is a required course and cannot count for a supporting area

Economics (12 hours)

Students must maintain a minimum 2.0 GPA in all economics courses used to fulfill supporting area requirements. If not, students will not be allowed to enroll in 3000 and 4000 level economics courses.

ECON-3010	Introduction to Econometrics
And three (3) of the following:	
ECON-3790	Economies of Latin America
ECON-4080	Industrial Organization and Public Policy
ECON-4120	Law and Economics
ECON-4160	History of Economic Analysis
ECON-4200	Money and Banking
ECON-4300	International Trade
ECON-4310	Exchange Rates and the Global Economy
ECON-4400	Labor Economics
ECON-4450	Economics of International Migration
ECON-4500	Sports Economics
ECON-4560	Economic Development
ECON-4600	Public Finance
ECON-4650	Public Choice and Political Economy
ECON-4700	Health Economics
ECON-4770	Advanced Econometrics
ECON-4930	Special Topics in Economics

Entrepreneurship (12 hours)

MGT-3200	Managing Ideas in Entrepreneurial Firms*
OR	
MGT-3201	Social Entrepreneurship*
MGT-3210	Managing Resources in Entrepreneurial Firms
MGT-4200	Business Plan Development
And one (1) of the following:	
MGT-3100	Organization Behavior
MGT-3300	Management of Human Resources
MGT-3301	Negotiations and Conflict Resolution
MGT-4101	Fundamentals of Leadership
MGT-4102	Organizational Failure Change & Transformation
MGT-4103	Current Problems in Management
MGT-4201	Introduction to Family Business
MGT-4910	Management Internship

*Students **cannot** take both MGT-3200 and MGT-3201.

Finance (12 hours)

A grade of at least a "B-" in FIN-3010 is a prerequisite for all other finance courses.

FIN-3330	Fixed Income Securities and Markets
FIN-3630	Equity Securities and Markets
FIN-4230	Financial Management
FIN-4650	Derivative Securities and Markets

Globalization and Technology (12 hours)

ITM-3800	Project Management
IB-3140	International e-Business
And one (1) of the following:	
IB-3100	Geopolitics of World Business
IB-4120	International Business Strategies

Or other IB course approved by International Business Department Chair

And one (1) of the following:

ITM-3450	Web Site Design and Development
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Or other ITM course approved by OPM/ITM Department Chair

Human Resource Management (12 hours)

MGT-3300	Management of Human Resources
MGT-4301	Talent Management
MGT-4302	Compensation
And one (1) of the following:	
MGT-3100	Organization Behavior
MGT-3301	Negotiations and Conflict Resolution
MGT-4910	Management Internship

(Supporting Areas continued next page)

Supporting Areas for Business Majors (continued)

Information Technology Management (12 hours)

Any four (4) of the following:

ITM-2500	Spreadsheet & Database Productivity
ITM-3100	Program Development Techniques
ITM-3300	Database Management Systems
ITM-3450	Web Site Design and Development
ITM-3500	Information Security Management
ITM-3550	Introduction to Big Data
ITM-3700	Business Analytics
ITM-3800	Project Management
ITM-4100	Systems Analysis and Design
ITM-4700	Business Data Mining
ITM-4900	Enterprise Systems Practicum
ITM-4910	ITM Internship
ACCT-4250	Accounting Information Systems

International Business (12 hours)

Any four (4) of the following:

IB-3020	Latin American Business
IB-3040	Asian Business
IB-3100	Geopolitics of World Business
IB-3140	International e-Business
IB-3150	Middle Eastern Business
IB-3160	Cultural Differences in International Business
IB-4120	International Business Strategies
IB-4900	Global Immersion in International Business (Only one can be used for supporting area.)
IB-4910	International Business Internship
IB-4930	Special Topics in International Business

Leadership and Change Management (12 hours)

MGT-3100	Organization Behavior
MGT-3300	Management of Human Resources
And two (2) of the following:	
MGT-3200	Managing Ideas in Entrepreneurial Firms*
MGT-3201	Social Entrepreneurship*
MGT-3301	Negotiations and Conflict Resolution
MGT-4101	Fundamentals of Leadership
MGT-4102	Organizational Failure, Change & Transformation
MGT-4103	Current Problems in Management
MGT-4500	Legal Environment of Business II

*Students **cannot** take both MGT-3200 and MGT-3201.

Marketing (12 hours)

Any four (4) of the following:

MKT-3300	Marketing Channels and Distribution Systems
MKT-3400	Integrated Marketing Communications
MKT-3500	Sports Marketing
MKT-3600	Marketing Research
MKT-3700	Social Media and Digital Marketing
MKT-4300	Retail Management
MKT-4400	Consumer Behavior
MKT-4440	Personal Selling
MKT-4450	Sales Management
MKT-4550	International Marketing
MKT-4600	Brand Management
MKT-4650	Marketing Analytics

Service Leadership

See page 22 for the details of this supporting area.

Sports Business (12 hours)

MGT-3400	Introduction to Sports Management
MGT-4400	Integrated Sports Business Planning
And two (2) of the following:	
ECON-4500	Sports Economics
ITM-3800	Project Management
MGT-3301	Negotiations and Conflict Resolution
MGT-4401	Legal Issues in Sport and Entertainment
MGT-4402	Intercollegiate Athletics Management
MKT-3500	Sports Marketing
SPBZ-4910	Sports Business Internship

Supply Chain Management (12 hours)

OPM-6440*	Global Supply Chain Management
OPM-6460*	Global Logistics Management
And two (2) of the following**	
ITM-3300	Database Management
ITM-3700	Business Analytics
ITM-3800	Project Management

* Open only to seniors with a SLU cumulative GPA of 3.0 or higher.

** Another course, subject to the approval by the Operations & Information Technology Management Chair, may be selected to substitute for one of the courses.

Minors for Non-Business Majors

Students enrolled in some traditional degree programs outside the business school may complete one or more of the school's minors: Business Administration, Entrepreneurship, Human Resource Management, Information Technology Management, International Business, Marketing, and Sports Business.

Students are responsible for completing prerequisites as required. A minimum 2.0 cumulative GPA is required in minor coursework.

Minor In Business Administration

In response to the demand for career oriented degree programs, the John Cook School of Business, in cooperation with other University departments, developed the minor in Business Administration. Students in some traditional degree programs outside the School of Business complete 30 hours of specified business coursework for this minor.

Thirty (30) hours as follows:

Required Courses:

ACCT-2200	Financial Accounting	3
ACCT-2220	Managerial Accounting	3
ECON-1900	Principles of Economics	3
FIN-3010	Principles of Finance	3
ITM-2000	Information Technology With Supply Chains	3
MGT-3000	Management Theory & Practice	3
MKT-3000	Introduction to Marketing Management	3
OPM-2070	Introductory Business Statistics	3

Total Required Hours.....24

Elective Courses:

Two (2) courses selected from the following*:		
ECON-3120	Intermed Macroeconomics	3
ECON-3140	Intermed Microeconomics	3
IB-2000	Introduction to International Business	3
MGT-2000	Legal Environment of Business	3
OPM-3050	Introduction to Management Sciences and Operations Management	3

Total Elective Hours..... 6

Total Hours for Minor.....30

*Students may not use an elective for the minor if it is a requirement in students' major program.

Minor In Economics

Minor in Economics available through College of Arts and Sciences. See A&S for details.

Minor In Entrepreneurship

The Entrepreneurship Minor is designed to help students across the campus master the skills necessary to start a business building on non-business undergraduate majors, or the passions and skills developed and refined during his/her college career. The minor gives students a foundation on key business courses in accounting, business law and management, as well as hands-on courses from one of the nation's top undergraduate entrepreneurship programs. Complementing the academics, the Entrepreneurship Program and the Entrepreneurship Center (<http://ecenter.slu.edu>) offer a broad range of competitions, clubs, experiences and people to help students develop networks, refine skills outside of the classroom, and connect student to the wealth of community resources that make St. Louis one of America's top cities for start-ups.

Eighteen (18) hours as follows:

Required courses:

ACCT-2200	Financial Accounting*	3
MGT-2000	Legal Environment of Business I	3
MGT-3000	Management Theory & Practice*	3
MGT-3200	Managing Ideas in Entrepreneurial Firms**	3
OR		
MGT-3201	Social Entrepreneurship**	3
MGT-3210	Managing Resources in Entrepreneurial Firms***	3
MGT-4200	Business Plan Development****	3

Total Required Hours.....18

Total Hours for Minor18

* Prerequisite sophomore standing

** Prerequisite MGT-3000. Students **cannot** take both MGT-3200 and MGT-3201.

*** Prerequisites MGT-3200 or MGT-3201

**** Prerequisites MGT-3200 or MGT-3201 and MGT-3210.

Minor In Human Resource Management

More and more organizations realize that the quality of their workforces is one key way to build and sustain a competitive advantage in the fast-paced and rapidly changing business environment. The minor in Human Resource Management is designed to provide the student with technical skills and human relations knowledge to complement a non-business degree.

Eighteen (18) hours as follows:

Required courses:

MGT-2000	Legal Environment of Business I	3
MGT-3000	Management Theory & Practice	3
MGT-3300	Management of Human Resources	3
MGT-4301	Talent Management	3
MGT-4302	Compensation	3

Total Required Hours15

Elective course:

One (1) course selected from the following:

MGT-3100	Organization Behavior	3
MGT-3301	Negotiations and Conflict Resolution	3
MGT-4101	Fundamentals of Leadership	3
MGT-4102	Organizational Failure, Change & Transformation	3
MGT-4103	Current Problems in Management	3

Total Elective Hours..... 3

Total Hours for Minor.....18

Minor In Information Technology Management

The ITM minor provides undergraduate students, in a major outside of the Cook School of Business, with the ability to utilize and apply information technology (IT) in their field of study. The demand for graduates who are knowledgeable about the design, development, management and evaluation of information systems continues to increase. The ITM minor provides the skills and terminology to become a knowledgeable user of IT.

Any of the ITM courses may be waived if appropriate material has been covered in a previous course; however, the waiver requires substitution of an additional ITM course.

Fifteen (15) hours as follows:

Required course:

ITM-2000	Information Technology With Supply Chains	3
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Minors for Non-Business Majors

Minor in ITM continued

Four (4) courses selected from the following:

ITM-2500	Spreadsheet & Database Productivity.....	3
ITM-3100	Program Development Techniques.....	3
ITM-3300	Database Management Systems.....	3
ITM-3450	Web Site Design and Development.....	3
ITM-3500	Information Security Mgt.....	3
ITM-3550	Introduction to Big Data.....	3
ITM-3700	Business Analytics.....	3
ITM-3800	Project Management.....	3
ITM-4100	Systems Analysis and Design.....	3
ITM-4700	Business Data Mining.....	3
ITM-4900	Enterprise Systems Practicum.....	3
Total Elective Hours.....		12
Total Hours for Minor.....		15

Minor In International Business

The minor in International Business provides undergraduate students outside the John Cook School of Business with the opportunity to develop an understanding of how business approaches need to change based on cultural, political, economic, geographic and religious differences. The IB minor creates the knowledge and sensitivity for students to know areas to be researched before undertaking business with any overseas partner, no matter what region of the world: Europe and Central Asia, East Asia and the Pacific, South Asia, Latin America and the Caribbean, the Middle East, North Africa, and Africa.

Eighteen (18) hours as follows:

Required Courses:

ECON-1900	Principles of Economics*	3
IB-2000	Introduction to International Business	3
IB-3100	Geopolitics of World Business ...	3
IB-3160	Cultural Differences in International Business.....	3
Total Required Hours.....		12

(Continued next column)

Minor in IB continued

Elective Courses:

Two (2) courses selected from the following:		
IB-3020	Latin American Business.....	3
IB-3040	Asian Business.....	3
IB-3140	International e-Business.....	3
IB-3150	Middle Eastern Business.....	3
IB-4120	International Business Strategies	3
IB-4900	Global Immersion in International Business**	3
Total Elective Hours		6
Total Hours for Minor.....		18

*Also fulfills 3 hours of social/behavioral science core requirement in the College of Arts & Sciences. Math 1200 is a prerequisite.

** Only one can be used to satisfy this requirement.

Minor In Marketing

The John Cook School of Business offers non-business school majors the opportunity to earn a minor in Marketing. Completion of the minor provides an excellent foundation in the marketing areas of promotions and consumer behavior, and allows students to branch out into additional areas including retail, sales, and marketing research.

Eighteen (18) hours as follows:

Required Courses:

MKT-3000	Introduction to Marketing Management	3
MKT-3400	Integrated Marketing Communications.....	3
MKT-4400	Consumer Behavior	3
Total Required Hours		9

Elective Courses:

Three (3) courses selected from the following:		
MKT-3300	Marketing Channels & Distribution Systems.....	3
MKT-3500	Sports Marketing	3
MKT-3600	Marketing Research	3
MKT-3700	Social Media and Digital Marketing.....	3
MKT-4300	Retail Management	3
MKT-4440	Personal Selling.....	3
MKT-4450	Sales Management	3
MKT-4550	International Marketing.....	3
MKT-4600	Brand Management.....	3
MKT-4650	Marketing Analytics	3
MKT-4900	Marketing Strategy	3
Total Elective Hours		9
Total Hours for Minor.....		18

Minor In Sports Business

The Sports Business minor provides students outside the John Cook School of Business the opportunity to gain specialized knowledge in areas that are critical to success in careers related to the business aspects of sports. Industry guest speakers, real-time projects, and sports internships highlight this very dynamic and specialized program. The minor helps prepare students for possible careers in sports business.

Required:

Minimum of fifteen (15) hours and up to twenty-seven (27) hours, depending on electives selected, taken as follows:

Required Courses:

MGT-3000	Management Theory and Practice.....	3
MGT-3400	Introduction to Sports Management.....	3
MGT-4400	Integrated Sports Business Planning.....	3
Total Required Hours.....		9

Elective Courses:

Two (2) courses selected from the following (all prerequisites must be taken)

ECON-4500	Sports Economics*.....	3
ITM-3800	Project Management**.....	3
MGT-3301	Negotiations and Conflict Resolution***	3
MGT-4401	Legal Issues in Sport and Entertainment ****	3
MGT-4402	Intercollegiate Athletics Management***.....	3
MKT-3500	Sports Marketing*****.....	3
Total Elective Hours.....		6
Total Hours for Minor.....		15

(plus prerequisites for electives)

*Prerequisites: ECON 1900, ECON-3140 and MATH-1320 or 1510

**Prerequisites: ITM-2000

and junior standing

***Prerequisite: MGT-3000

****Prerequisite: MGT-2000 or PLS-1000

*****Prerequisite: MKT-3000

Service Leadership Program

(Available ONLY to Business Majors)

Service Leadership strives to teach leadership through community service, bridging the Ignatian philosophy with academic learning, personal experiences and reflection.

*Service Leadership Program
Cook Hall 124
(314) 977-5234
<http://business.slu.edu/serviceleadership>*

Saint Louis University strives to develop leaders who demonstrate competence, conscience, compassion, and commitment to community by integrating the strong traditions of Jesuit education with the fundamentals of leadership. The John Cook School of Business serves the St. Louis community by educating business students who graduate ready to assume leadership roles in a variety of occupations. The Service Leadership Program is a key vehicle for accomplishing this. The Program provides students in the John Cook School of Business the opportunity to develop and hone their leadership skills while serving the St. Louis community. Students completing the program will have a supporting area in Service Leadership on their transcript.

Requirements:

- *300 Hours of Community Service
- *12 Leadership Workshops
- *15 hours of coursework including three 1 credit hour leadership courses (BIZ 1200, BIZ 2200, BIZ 3200)

There are numerous exciting opportunities for Service Leaders to complete their 300 hours of community service. The available service sites are diverse, and each one provides opportunities to gain meaningful leadership experience and make personal connections while serving the economically poor and marginalized of society.

Each year, several leadership workshops are offered through the Service Leadership Program with topics ranging from humor to ethical decision making and from personal reflection to professionalism. While Service Leaders are not expected to attend all of these workshops, they are expected to complete a total of 12 by the time they finish the program. Students are encouraged to select workshops that will be most helpful in promoting their individual growth as a leader.

The required 15 hours of coursework can be fulfilled through the normal business degree requirements. In addition to the 3 required courses (BIZ 1200, 2200 and 3200), courses may be selected from an array of disciplines including African American Studies, Communication, History, Philosophy, Psychology, Public Policy, Social Work, Sociology, and Theology.

Through the BIZ 1200, 2200 and 3200 courses, students learn the theory behind leadership and practice integrating their service experiences into their lives and professional careers.

QUOTES FROM SERVICE LEADERS

"The Service Leadership Program allowed me to keep an open mind, reminded me to live life by the Golden Rule and most importantly, allowed me to get involved in the community to help those in need. These principles were a stepping stone as I transitioned into my first career after graduation."

-Charlie Schwartz, Alumnus

"Besides gaining the opportunities to give back to my community, and the knowledge to be an ethical leader I have also gained a sense of community with my fellow service leaders. It is so refreshing to be surrounded by a group of people who have the same high ideals and value being a servant leader, not just in college, but in everyday life."

-Katelyn Brungardt, Service Alumna

"For me the Service Leadership Program has been a life-changing opportunity that I am grateful to be a part of. The program has allowed me to continue my love for service while teaching me to be a better servant leader. Being able to be around other people that share a passion for service has created incredible friendships that I would not trade for anything. Through the program I have been able to form relationships with people in the community as well as other service leaders. I love the Service Leadership Program!"

-Chandler Poppen, JCSB Junior

Service Leadership Program: Sustainable Business Practices Track

(Available ONLY to Business Majors)

<http://business.slu.edu/progrms-of-study/professional-development-programs/sustainable-business-practices-program/>

The Sustainable Business Practices Track within the Service Leadership Program in the John Cook School of Business prepares students to be conscientious and socially responsible business leaders with a special focus on the triple bottom line of people, planet, and profit. To complete the track, students must fulfill the same program requirements as the traditional Service Leadership Program: 300 community service hours, 3 leadership modules, 12 leadership workshops, and 15 hours of coursework, including BIZ 1200, 2200 and 3200. However, from the above listed requirements, the Sustainable Business Practices Track diverges in the following ways:

Community Service/Field Work

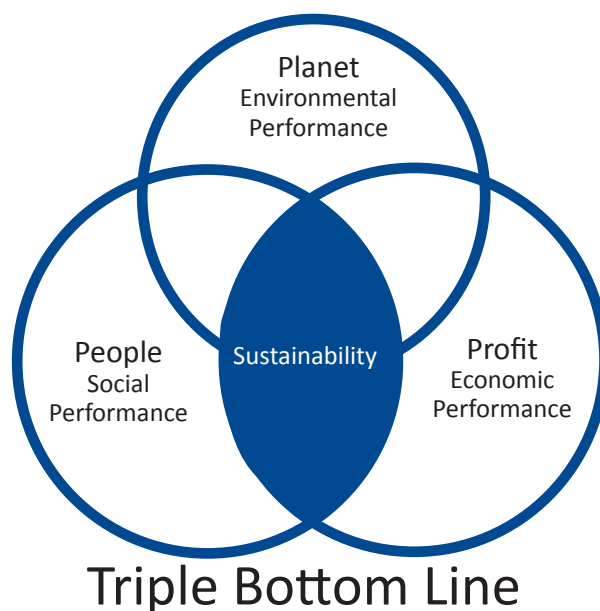
Students must complete 100 hours of field work. This requirement may be subtracted from the 300 hours of service required for the Service Leadership Program and can be satisfied through a faculty-supervised field project, a sustainability-related internship, or approved community service projects. The remaining 200 hours of service must be completed at an approved Service Leadership service site.

Workshops

Students must attend the standard 12 leadership workshops that the Service Leadership Program requires. However, of the 12 workshops, 3 of the workshops must be from a sustainability-focused workshop or seminar. These seminars include events such as the Ameren Sustainability Speaker Series, the Dean's Breakfast speakers, Center for Sustainability events and other activities deemed appropriate by the Program coordinator.

Coursework

Of the 15 hours of coursework required for the Service Leadership Program, 6 hours must come from the following Center for Sustainability courses: Sustainability Foundations (MOS 502) and Sustainable Business Practices (MOS 505) to be taken during the senior year. In many cases, students are able to work these courses into their normal degree requirements and therefore do not have to take extra credit hours to complete the track. Note: The Center for Sustainability courses can only be taken during the fall semester of a student's senior year (minimum 3.0 g.p.a. required).



Internship Program

The Internship Program provides supervised, practical learning experiences outside the classroom where undergraduate business students develop skills related to their academic concentration or career interests.

Internship Program

*Valerie A. Davisson
Career Resources Center (CRC)
Davis- Shaughnessy 150
(314) 977-3824
<http://business.slu.edu/crc>*

In today's competitive business environment, it is imperative that students gain career-related work experience prior to graduation. Recognizing this necessity, the Cook School of Business provides an internship program that includes resources on finding an internship, resume review, cover letter writing assistance and interview skill development. The school maintains relationships with employers in the St. Louis region and throughout the United States. These employers represent a variety of industries including corporate, government and non-profit organizations (list of recent sites on pg. 25)

Available to advanced business students (Juniors, Seniors), internships are structured situations where classroom learning meets with practical, career related work experience. Internships provide students with an opportunity to learn in a real work environment with practicing professionals in the field.

The typical length of an internship is one to two semesters; however, a student may be involved in several experiences over one to two years with each experience offering more challenge than the last. Student interns work an average of 15-20 hours per week during the Fall and Spring semesters and up to full-time during the Summer semester. Internships may be paid or unpaid.

An internship can provide up to three hours of course credit when formalized through the Undergraduate Internship Coordinator. To participate, students must be in good academic standing and complete the application process in accordance with School guidelines. Students must have completed at least 60 hours of credit (by the end of the term in which they apply for the internship) and have completed 15 hours of coursework in the Business School. In addition, each concentration area has prerequisite courses that must be completed before credit can be granted. All internships for credit must have an approved position description and a site visit may be required.

For all internships and co-ops, a written agreement is developed and signed by the student, site supervisor, and faculty sponsor or program coordinator outlining specific goals and objectives for the student to achieve during the experiential learning period. Finally, midterm and final evaluations will be used to evaluate the intern and overall success of the learning experience.

Benefits to Completing an Internship

- Explore concentration and career goals
- Develop knowledge and key skills
- Gain practical employment experiences
- Establish a network of professional contacts
- Great resume builder
- Practice professional behavior and learn how organizations function
- Strengthen your candidacy for after-graduation employment
- Achieve personal growth and build confidence as you take on new challenges
- Practice employment interviewing skills and the hiring process
- Experience being an independent learner

Quotes from an Intern

My internship was a valuable part of my academic program. Thanks to my professors, I was able to apply concepts I learned during my Marketing Research and Marketing Analytics classes while on the job at my internship site. It was fantastic to connect what we are learning in the classroom with what is actually used in the real world.

- Abby Voss, Class of 2016

Internship Sites*

2015 - 2016

Aegion	First Bank	Panera Bread Company
Affiliate Merchandising Group	Fleishman-Hillard, Inc.	PricewaterhouseCoopers
Ameren Corporation	Formula LLC	Protective Asset Protection
Amitech Solutions	Forsyth Capital Investors	Protiviti
Anheuser-Busch InBev	Fox Sports Midwest	Reinsurance Group of America
Aon Group	G7 Entertainment Marketing	Rhino Hyde Productions
Around Campus Group	GadellNet Consulting Services	Rodemyer-Christel
Arts and Education Council	GB Entertainment	RubinBrown LLP
BDO	Grant Thornton LLP	Saint Louis Cardinals
The Blair Agency	Horizon Tire	Saint Louis Football Club
The Boeing Company	Hussmann	Saint Louis Sports Commission
Brand Asset Management Group	International Trademark Association	Saint Louis University
Business Expo Center	Jon-Don	Schowalter & Jabouri, P.C.
Cannonball	Kiel Center Partners	Scottrade
Centene Corporation	The Kroger Company	Second Street Media
Chicago Bears Football Club	Lexington County Blowfish Baseball	Stereotaxis, Inc.
Clarion Construction, Inc.	Medinexo	Summit Strategies Group
CliftonLarsonAllen	Mercy Health System	Supreme Lending
Creative Producers Group	Metlife, Incorporated	Target Corporation Inc
CS Group	Monsanto	Tuc Tuc World
Deloitte	National Information Solutions Cooperative	U.S. Bank
DishOne	Nicor Gas	UHY Advisors, Inc.
Edward Jones	Northwestern Mutual Financial Network	Weber Grills
Enterprise Holdings	O'Fallon Brewery	World Trade Center Saint Louis
Equis Alliance	OnShift, Inc.	World Wide Technology, Inc.
Ernst & Young LLP	Oper Saint Louis	Yelp
Express Chem		
Federal Reserve Bank of Saint Louis		

**This is a list of sites at which students interned during the 2015-2016 academic year. Numerous additional opportunities are available.*

Study Abroad Opportunities

The world is getting smaller every day, and the language of the world is exchange and commerce! Thus, all professionals operating in today's business world must possess sensitivity to the impact of cultural, social, economic, religious, and political differences. A portfolio of international business skills is necessary for certified public accountants, human resource managers, information technology specialists, marketing managers, entrepreneurs, etc. Courses in international business and participation in at least one study abroad experience are key tools in building international fluency.

SLU-approved Study Abroad and Exchange Programs

Business students can participate in the business exchange programs with international business schools and the other SLU-approved destinations with study abroad agreements. The following outlines some of the differences to consider. (Note that you may also submit a non-SLU-approved institution for review by the administration.)

- * Some offer their courses in English, others in their native language.
- * Some agreements are with business schools, others are with liberal arts schools.
- * Some partnerships allow students to pay tuition at Saint Louis University (with all financial aid still applicable).
- * Credit will be transferred only for courses in which you earn a passing grade; but grades transfer for all courses, thus impacting your SLU GPA. (Note: if you receive approval to attend a non-SLU-approved destination, only the credit will transfer for courses in which a "C" or higher is earned.)
- * Some programs are available for an academic year, others are available for one semester (fall, spring, summer), or even a six-week summer session or two-week seminar.
- * Short-stay Global Immersion courses are also offered each Spring semester. Courses are held in Cook Hall before and after the immersion experience, which in the past has been to Panama in January and to Budapest over spring break.

Belgium
China
Denmark
France
Germany
Hong Kong
Hungary
Panama
Spain
Sweden
And Many
More ...

When to Go Abroad

Students must carefully plan the timing of a study abroad experience as well as the courses to be taken abroad. While it is not recommended that students study abroad during their freshman year, this is the perfect time to begin planning. The best time to study abroad is during the sophomore year or the first semester of the junior year. The reasons for these guidelines are based on the following considerations:

1. Residency Requirements - To be eligible for graduation, students must (a) complete a minimum of 50 percent of business coursework in residence at the St. Louis campus and (b) complete the final 30 of 36 hours in residence at the St. Louis campus.

There is an exception to the residency requirements for students pursuing a concentration in Economics or International Business at the Madrid campus.

2. Courses Offered Abroad - During the second semester junior year, students focus on the courses required to complete their business concentration(s), but some overseas institutions do not offer equivalent courses for these business concentration requirements. Additionally, our AACSB accreditation requires validation of upper-level business courses taken at a non-AACSB school.

For these reasons, it is recommended that students study abroad during the sophomore year or first semester junior year when it is easier to transfer Arts and Sciences core courses, electives, and some lower-level business core courses. But, if students plan in advance and save some Arts and Sciences electives, second semester junior year study abroad may be possible.

Performance Expectations

1. Students desiring to study abroad are expected to have at least a 2.5 GPA and meet any additional GPA requirement for the selected program.
2. For students attending a formalized SLU Study Abroad or Exchange program (<http://www.slu.edu/x26920.xml>), all grades earned will be included in the SLU GPA. For all other study abroad or exchange programs, only courses with grades of "C" or higher will transfer; however, the grade will NOT be included in the students' SLU GPA.

The Process

Each semester, the Boeing Institute of International Business sponsors a Study Abroad Information Session. Students should attend this meeting as early in their academic career as possible. The first step is to investigate the many study abroad opportunities available. The second is to have the course selections evaluated by a business school academic advisor to determine SLU equivalency. Should the institution offer courses needed for graduation, the next step is to apply for the study abroad experience. Once admitted, the paper-

work process continues. The Boeing Institute of International Business can assist students in this process, with the University's Office of International Services providing the final review and confirmation of all details for a study abroad experience.

For more information on studying abroad contact:

Karen Schneider Carpentier, Associate Director

Boeing Institute of International Business

John Cook School of Business, Cook Hall Suite 332

Phone: (314) 977-3630

E-Mail: schneikl@slu.edu

Web: <http://business.slu.edu/departments/international-business/study-abroad-opportunities/>

COURSE DESCRIPTIONS

ACCOUNTING (ACCT)

Dr. George Krull, Jr., Chair
Department of Accounting

ACCT-2200 Financial Accounting (3)

PREREQUISITE: Sophomore standing. An introduction to financial reporting of results of operations, cash flow and financial position of corporate entities through general purpose financial statements. Emphasis is placed on the real-world environment of business and the use of financial accounting information for management decision making.

ACCT-2220 Managerial Accounting (3)

PREREQUISITE: ACCT-2200. An introduction to the design and use of accounting information within an organization. Emphasis is placed on cost and revenue analysis for planning and control of organizational units and activities.

ACCT-3110 Financial Reporting I (3)

PREREQUISITES: ACCT-2200 with a grade of C or higher and a minimum 2.7 SLU cumulative GPA. This course is the first in a three-course sequence which provides an overview of accounting and external financial reporting. Significant emphasis is given to the analysis and communication of accounting information. As the individual topics are discussed, students will be expected to identify and explain the significance of related accounting concepts and conventions. Particular attention is given to a study of the body of generally accepted accounting principles concerned with the recognition and matching of revenues and expenses to determine accounting net income and the related issues of asset measurement.

ACCT-3220 Cost Management (3)

PREREQUISITES: ACCT-2220 with a grade of C or higher, ITM 2500 and a minimum 2.7 SLU cumulative GPA. The study of modern techniques for active management of operating costs to achieve organizational efficiency and effectiveness. Specific topics include: C-V-P analysis, J.I.T., identification of cost drivers, life cycle costing and strategic cost management issues.

ACCT-4110 Financial Reporting II (3)

PREREQUISITES: ACCT-3110 with a grade of C or higher and a minimum 2.7 SLU cumulative GPA. This course is the second in a three-course sequence which provides an overview of accounting and external financial reporting. Particular attention is given to the study of the generally accepted accounting principles and authoritative pronouncements concerning measurement and reporting of an entity's liabilities, equity, and cash flow.

ACCT-4250 Accounting Information Systems (3)

PREREQUISITES: ITM-2000 and ACCT-3110 with a grade of C or higher and a minimum 2.7 SLU cumulative GPA. Study of the theoretical and practical aspects of designing and utilizing financial information systems. Particular attention is directed to internal financial controls and auditing EDP systems.

ACCT-4300 Federal Income Tax I (3)

PREREQUISITES: ACCT-3110 with a grade of C or higher, and a minimum 2.7 SLU cumulative GPA. This course introduces the student to federal income taxation. It is designed to provide the student with a framework to understand the structure of the Federal Income Tax system, to integrate income tax planning into business decisions, and to evaluate future changes to the income tax system (such changes are ongoing and inevitable). This course is also intended to provide a base for the student's future study of advanced tax topics.

ACCT-4400 Auditing (3)

PREREQUISITES: ACCT-4110 and ACCT-4250 (ACCT-4250 may be taken concurrently) with grades of C or higher and a minimum 2.7 SLU cumulative GPA. Theory and application of standards and procedures used by independent certified public accountants in verifying business data in order to render an opinion and report on financial statements of the entity being examined. The duties, responsibilities and ethics of the auditor (CPA), and auditing standards are discussed.

ACCT-4910 Accounting Internship (0-3)

PREREQUISITES: ITM-2500, ACCT-3110 with a grade of C or higher, permission of the department chair, junior or senior standing, and a minimum 2.7 SLU cumulative GPA. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

ACCT-4980 Independent Study (1-3)

Permission of the department chair.

BUSINESS (BIZ)

BIZ-1000 Business Foundations (1)

(includes a lab) This course provides students with an overview of the nature of business and shows students how the business curriculum is designed to help prepare them for a business career. In addition, the course will address some common transition-to-college issues faced by freshmen. The lab will cover spreadsheet skills.

BIZ-1200 Leadership Service and Self (1)

PREREQUISITES: Service Hour Completion Requirement: 20 hours to enroll in spring of freshman year: 57 hours if enrolling fall of sophomore year: 94 hours if enrolling spring of sophomore year. Undergraduate Business Majors Only. This course is designed to be the foundational module for students enrolled in the Service Leadership Program in the School of Business at Saint Louis University. Utilizing the Social Change Model of Leadership Development, students will take a critical look at themselves and their own understanding and beliefs around service and leadership. Through the module students will explore the values of consciousness of self, congruence, and commitment. Through class discussion, exercises, and small group sharing, the module will ground a student in leadership theory and reflection. Throughout the course of the semester, students will be engaged in ongoing service in the community.

COURSE DESCRIPTIONS

BUSINESS (BIZ) CONTINUED

BIZ-2200 Leadership, Service and Groups (0-1)

PREREQUISITES: Service Hour Completion Requirement: 75 hours to enroll if sophomore / 150 if junior. Undergraduate Business Majors Only. This course is designed to build on the concepts learned in the Level 1 Module. Utilizing the Social Change Model of Leadership Development, students will take a critical look at others and their group/student organizational involvement. Through the Module students will explore the values of collaboration, common purpose, and controversy with civility. Through class discussion, exercises, and small group sharing, the Module will ground a student in leadership theory and reflection.

BIZ-3000 Career Foundations (1)

PREREQUISITES: Sophomore standing. Open only to Business students. This course is designed to teach and develop the skills necessary for students to: Identify and select an appropriate business concentration and career, Market themselves confidently to build relationships, and secure an internship and/or eventual full-time position, grow personally and professionally through self-reflection and experiential learning.

BIZ-3200 Leadership, Service and Society (1)

This course is designed to build on the concepts learned in the Level 1 and Level 2 Modules. Utilizing the Social Change Model of Leadership Development, students will take a critical look at societal issues that require action on behalf of social justice. Through the Module students will explore the value of citizenship. Through class discussion, exercises, and small group sharing, the Module will ground a student in leadership theory and reflection. Service Hours Completion Requirement: 187 hours to enroll if junior/262 hours if a senior. Undergraduate Business Majors Only.

BIZ-4000 Business Capstone (1)

PREREQUISITES: Completion of Business Common Body of Knowledge coursework, except MGT-4000 which must be taken concurrently, and senior standing. Application of knowledge and skills gained through completion of the Business Common Body of Knowledge. Also covers ethics and value-based decision making.

ECONOMICS (ECON)

Dr. Hailong Qian, Chair
Department of Economics

ECON-1900 Principles of Economics (3)

PREREQUISITE: MATH-1200. Analysis of how individuals, firms, and nations make choices given limited resources; determinants of decision making in market economies; the political economy of income, employment, and inflation in the aggregate; the role of government and the Federal Reserve.

ECON-3010 Introduction to Econometrics (3)

PREREQUISITES: ECON-1900 and OPM-2070. Introduction to basic econometric techniques as preparation to analyze and interpret empirical regression and to conduct their own applied analyses. The course focuses on application of quantitative and empirical skills by using econometric software to estimate regression models, testing hypotheses and interpreting regression results.

ECON-3120 Intermediate Macroeconomics (3)

PREREQUISITES: ECON-1900 and MATH-1320 or MATH-1510 or higher level Calculus course. Measurement of aggregate economic activity-national income accounting; equilibrium levels for national income, employment, prices and interest rates in aggregate models; policy instruments and goals, fiscal and monetary policies; empirical and analytical treatment of economic growth; and inflation and unemployment.

ECON-3140 Intermediate Microeconomics (3)

PREREQUISITES: ECON-1900 and MATH-1320 or MATH-1510 or higher level Calculus course. The maximizing behavior of households (consumers) as constrained by income and prices; business firm behavior in price and output decisions and in factor markets; comparisons of the operation of markets under competitive and imperfectly competitive conditions; and welfare implications of marketplace performance.

ECON-3790 Economies of Latin America (3)

PREREQUISITE: ECON-1900. Explores two major themes from the perspective of Latin America: the integration of national economies into the global economy, and the role of the state in addressing market failure. Includes both theoretical and policy-oriented analyses.

ECON-4080 Industrial Organization and Public Policy (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Economic theory, case studies and law are utilized to explore the causes of monopoly power, its effect on rivals and social consequences. Role and effect of antitrust policy in curbing abuses of monopoly power are also explored.

ECON-4120 Law and Economics (3)

PREREQUISITES: ECON-3120, ECON-3140, and MATH-1320 or MATH-1510 or higher level Calculus course, or permission of department chair; MGT-2000 highly recommended. This course broadly examines the roles of prices and markets, the causes of market failures and the criteria for legal and public-policy intervention. Specific topics include (1) the long-run and short-run economic interests of individual, corporate and public sector clients in a variety of legal contexts; (2) the normative judgments that are implicit in many economic policies and the legal structures implementing such policies; and (3) the uses and limits of economic analysis and economic data in solving a variety of social problems.

COURSE DESCRIPTIONS

ECONOMICS (ECON) CONTINUED

ECON-4160 History of Economic Analysis (3)

PREREQUISITES: ECON-3120, ECON-3140, and MATH-1320 or MATH-1510 or higher level Calculus course, or permission of department chair. Origins and development of modern economic thought, from ancient time, through the 19th century.

ECON-4200 Money and Banking (3)

PREREQUISITES: ECON-3120 and MATH-1320 or MATH-1510 or higher level Calculus course. Impact of the U.S. Treasury, the Federal Reserve System, commercial banks and other financial institutions on economic variables such as employment, prices and the balance of payments.

ECON-4300 International Trade (3)

PREREQUISITES: ECON-3120, ECON-3140, MATH-1320 or MATH-1510 or higher level Calculus course or permission of the department chair. Study of the determinants and pattern of trade between nations and regions; efficiency welfare, and distributive effects of trade; protectionism, and the instruments of trade policy.

ECON-4310 Exchange Rates and the Global Economy (3)

PREREQUISITES: ECON-3120 and MATH-1320 or MATH-1510 or higher level Calculus course. Examines basic international economic principles and determinants of trade balances and exchange rate movements. The course evaluates the factors that affect real and nominal exchange rate movements in the short, medium and long-run. It is designed to ask and answer important questions of current international macroeconomic issues, particularly with respect to financial, currency, debt and banking crises.

ECON-4400 Labor Economics (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Labor markets, determinants of labor supply, labor demand and wages (both as cost and income); institutions affecting labor, including trade unionism and labor law; work-leisure trade-off; the work ethic as it affects work hours and productivity.

ECON-4450 Economics of International Migration (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Students will apply the theoretical tools of microeconomics to the analysis of labor markets; apply statistical and econometric techniques in empirical work on wage determination; study papers at the cutting edge of economic research with an eye toward how economists define questions, marshal evidence, and present results; and grapple with issues of policy design.

ECON-4500 Sports Economics (3)

PREREQUISITES: ECON-3140, OPM-2070, and MATH-1320 or MATH-1510 or higher level Calculus course. Uses tools of microeconomics and statistics to analyze the business of sports including the study of the interactions among leagues, teams, owners/managers, players, and cities. Topics include profit maximization, revenue sharing, competitive balance, collective bargaining, player salaries, cost/benefit to host cities.

ECON-4560 Economic Development (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Analyzes elements of economic growth in economies that are both internationally open and relatively poor: accumulation of human and physical capital, technological change, market structure, and international linkages.

ECON-4600 Public Finance (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Public finance economics examines two key functions of government—taxation and expenditures. These government functions are evaluated based on efficiency and equity criterion. Topics including externalities, public goods, Social Security, Medicare and the personal income tax are examined.

ECON-4650 Public Choice and Political Economy (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Public Choice is the study of politics as exchange. It applies the theories and methods of economics to the analysis of political behavior, a topic traditionally explored by political scientists and sociologists. Key topics include rent-seeking, collective action, bureaucracy, voting, and political entrepreneurship. While the discipline tends to highlight sources of failure in government and the policy process, its ultimate aim is to produce change that improves government and the policy process, and thereby advances the human condition.

ECON-4700 Health Economics (3)

PREREQUISITES: ECON-3140 and MATH-1320 or MATH-1510 or higher level Calculus course. Analyze the economics of health and health care markets using the standard tools of microeconomics and empirical analysis. The course considers three main topics: inputs to health and the demand for medical care, structure and consequences of public and private financing of health care, and the supply of health care. Current public policy topics will be highlighted.

ECON-4770 Advanced Econometrics (3)

PREREQUISITES: ECON-3010, ECON-3120, ECON-3140, and MATH-1320 or MATH-1510 or higher level Calculus course. Econometrics is concerned with using empirical data and statistical methods for estimating economic models, testing economic theories and hypotheses, measuring the net marginal effect of one factor on another, and evaluating the effects of government policies. The most common application of econometrics is the forecasting of important economic and financial variables.

COURSE DESCRIPTIONS

ECONOMICS (ECON) (continued)

ECON-4910 Economics Internship (0-3)

PREREQUISITES: ECON-1900, concurrent enrollment in ECON-3120 or ECON-3140; permission of the department chair and junior or senior standing. This course can be used as elective credit but not as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

ECON-4930 Special Topics in Economics (1-3)

PREREQUISITE: Varies with topic of course.

ECON-4980 Independent Study (1-3)

PREREQUISITES: ECON-3120 ECON-3140, and permission of the department chair.

FINANCE (FIN)

Dr. Brian Betker, Chair
Department of Finance

FIN-3010 Principles of Finance (3)

PREREQUISITES: ACCT-2200, OPM-2070, and ECON-1900 and CO-REQUISITE: ACCT-2220. A grade of B- or higher required in FIN-3010 prior to enrolling in all other FIN courses. Introduction to financial decision-making in the firm, with focus on choices and decision criteria for sources and uses of funds. Emphasis on financial analysis and investment decisions: ratios, relevance of accounting statement data, use of debt and equity, investment theory and practice, and firms' market capitalization.

FIN-3140 Insurance (3)

CO-REQUISITES: FIN-3330 and FIN-3630. Survey of the nature of risk, insurance contracts, property and casualty coverages, life and health insurance, insurance carriers and markets, governmental regulations; functions of underwriting, sales, rate-making and financial operation of carriers; risk exposure, loss prevention, combating of risks, and insurance administration.

FIN-3160 Real Estate (3)

CO-REQUISITES: FIN-3330 and FIN-3630; or permission of the department chair. Study of real estate concepts, practices, institutions; specific attention given to legal aspects, appraisal, market analysis, mortgage financing, realty investment, property development and marketing, government influences and programs, housing and urban problems.

FIN-3330 Fixed Income Securities and Markets (3)

PREREQUISITE: FIN-3010 with grade of B- or higher. The course examines the characteristics of various fixed income instruments, the factors that influence their value and the markets that they trade in. Securities studied include, but are not limited to, municipal, treasury, corporate, convertible and mortgage-backed bonds. The role of financial institutions in the fixed income markets is also covered.

FIN-3630 Equity Securities and Markets (3)

PREREQUISITE: FIN-3010 with grade of B- or higher. Principles of investing in equity securities; types of investments; analysis of securities' markets and the mechanics of trading; principles of diversification and portfolio analysis; and security analysis and equity valuation, including economy, industry and company analysis.

FIN-4230 Financial Management (3)

PREREQUISITES: FIN-3330 and FIN-3630; or permission of the department chair. Study of principles of corporate finance and application of those principles to a variety of financial management problems; applications include capital budgeting, working capital management, capital acquisition and other aspects of financial management.

FIN-4250 International Financial Management (3)

CO-REQUISITES: FIN-3330 and FIN-3630; or permission of the department chair. Study of international finance with emphasis in international management for the firm, international financial institutions and markets, international finance systems, and foreign investments and securities.

FIN-4330 Financial Analysis and Modeling (3)

PREREQUISITES: FIN-3330 and FIN-3630. Develop a solid understanding of financial analysis using spreadsheets, and the ability to integrate a spreadsheet into the identification, analysis and solution stages of a financial problem. This course will focus on the spreadsheet skills needed to aid in the solution of financial problems, as well as practical financial applications using *Microsoft Excel*.

FIN-4440 Financial Planning (3)

PREREQUISITES: FIN-3330 and FIN-3630. This course is designed for students who are targeting careers in financial planning and wealth management. Topics studied include the financial planning process: determining a client's financial objectives, considering alternative methods for meeting those objectives, selecting the method best suited for a client's circumstances, implementing and periodically assessing/ revising the plan. Particular focus will be on retirement planning and "big picture" issues in investing in equities, bonds and alternative investments.

FIN-4530 Advanced Financial Management (3)

PREREQUISITES: FIN-3330, FIN-3630, and FIN-4230. In-depth study of finance topics applicable to the firm and attention to financial decision-making affecting the firm's investment, financing, and dividend policies; areas of emphasis will be financial objectives of the firm, shareholder value, capital budgeting, risk management, cost-of-capital, estimations, and fund flows.

COURSE DESCRIPTIONS

FINANCE (FIN) (continued)

FIN-4630 Applied Portfolio Management (3)

PREREQUISITES: FIN-3330, FIN-3630, and permission of instructor. The objective of this course is to provide students with hands-on experience in evaluating common stocks as investments and in the fiduciary management of investment assets. Students will manage an allocation from SLU's endowment funds. Students will be responsible for recommending a portfolio of common stocks, sales of existing portfolio assets, and recommending replacement assets. While the performance of the portfolio will be a primary focus of the course, and will be reviewed on an ongoing basis, it is not presumed that the students will be able to beat the market on a consistent basis. Rather, the goal will be to deliver high quality practical education in an area of considerable interest to students and employers alike. In addition, the course will cover advanced topics in investments beyond those offered in FIN 3630.

FIN-4650 Derivative Securities and Markets (3)

PREREQUISITES: FIN-3330 and FIN-3630; or permission of the department chair; strong math skills highly recommended. The course examines the various types of derivative securities that exist, their uses in investment and risk management, the market in which they are traded, and the arbitrage models used to estimate their market values.

FIN-4730 Financial Markets and Institutions (3)

CO-REQUISITES: FIN-3330 and FIN-3630. Study of both the banking system and bank management, with particular emphasis on the latter; encompasses management of bank assistance, bank lending, and investment practices and policies, trust services, bank equity and profitability, and international banking.

FIN-4910 Finance Internship (0-3)

PREREQUISITES: FIN-3330, FIN-3630, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

FIN-4911 Financial Analysis Internship (0-3)

PREREQUISITES: FIN-3330 and FIN-3630 with a grade of at least a "B-" in each, junior standing, successful completion of twelve hours of accounting, with at least six hours at the advanced (3000) level. The study of topics related to the Financial Analysis track in conjunction with a concurrent internship experience in the same field. The objective of the course is to exploit the connection between theory and practice, and will be reflected in the scholarly work required to earn credit.

FIN-4980 Independent Study (1-3)

Permission of the department chair.

INFORMATION TECHNOLOGY MANAGEMENT (ITM)

Dr. Reuven Levary, Chair
Department of Operations and Information Technology Management

ITM-2000 Information Technology With Supply Chains (3)

This course introduces students to the development, implementation, and use of information systems in organizations. It is intended to prepare students for living and working in an information-rich, networked world and to introduce students to the profession of ITM. A variety of computer software is utilized to fulfill the objectives. Major topics include: the creation, storage and usage of data; the application of information systems in organizations and functional areas; information security; IT trends; business analytics; enterprise systems; and the role of IT in supply chain management. As more and

ITM-2000 continued

more businesses globally adopt enterprise systems, it becomes increasingly important for students to understand how real-world business processes are managed and executed.

ITM-2500 Spreadsheet & Database Productivity (3)

PREREQUISITE: ITM-2000. The purpose of this course is to help students build skills and knowledge related to the use of electronic spreadsheet software. The focus is on the use of these tools to improve decision making and efficiency in organizations. Students will learn how to properly apply techniques such as scenario analysis, goal seeking analysis, logical functions and lookup tables. In addition, students will learn how to build simple databases, and retrieve data from more complex databases. Students will also learn how to extract data from databases to enable analysis in a spreadsheet.

ITM-3100 Program Development Techniques (3)

PREREQUISITE: ITM-2000. This course is aimed at providing the student with an understanding of how to approach programming for business from a structured and object-oriented viewpoint. This is accomplished through the use of a programming language such as Java. Further, it serves as a foundation course for more advanced topics that follow including object-oriented systems.

ITM-3300 Database Management Systems (3)

PREREQUISITE: ITM-2000. This course introduces students to the principles of relational database design and implementation and to the practical realities of database administration including the need for security, recovery and resource sharing. Students learn and practice the fundamentals of the Structured Query Language (SQL), entity-relationship diagrams, dependencies and normalization, multi-user systems and XML. Projects require the student to design and develop a database application by utilizing design tools and a major DBMS package such as Oracle.

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COURSE DESCRIPTIONS

INFORMATION TECHNOLOGY MANAGEMENT (ITM) (continued)

ITM-3450 Web Site Design and Development (3)

PREREQUISITE: ITM-2000. This course will teach students how to design web sites with creative interfaces, graphic images, functional site organization and logical navigation with a concentration on the design of web pages. It will also present the basics and the concepts of developing a web site. The basics include a working knowledge of HTML and internet protocols. Students will learn to use a web site editor such as Dreamweaver MX. Web site design concepts introduced include effective use of color, images, animation and layout. Students will learn to create a basic home page and publish it on a web server along with advanced navigation and presentation techniques in the development of a design portfolio. Upon course completion, students will be prepared to design, implement and manage a basic web site.

ITM-3500 Information Security Management (3)

PREREQUISITE: ITM-2000. This course will examine the field of information security to prepare students for their future roles as business decision makers. It will present both the managerial and the technical aspects of the discipline and address knowledge areas of the CISSP (Certified Information Systems Security Professional) certification throughout. Information security will be addressed within a real world context and include many examples of issues faced in today's businesses.

ITM-3550 Introduction to Big Data (3)

PREREQUISITE: OPM 2070. "Big Data" is the buzzword in business today. It speaks of the great volume, velocity, variety, veracity and value of available data that can be obtained in the world. The recent explosion of social media, mobile computing, and the computerization of virtually every aspect of economic activity have resulted in the (continued next column)

ITM-3550 continued

creation of Big Data, and promise the discovery of new value and opportunities in businesses. In a parallel development, computers continue to become more powerful, storage space becomes increasingly more affordable, and cloud computing becomes more accessible and affordable. Today, we have the ability to reliably and inexpensively store huge volumes of data, efficiently analyze them, and swiftly extract business and socially relevant information.

ITM-3700 Business Analytics (3)

PREREQUISITES: ITM-2000, OPM-2070, and a minimum 2.70 gpa. Business Analytics (BA) is the art of transforming business data into business intelligence. Business Intelligence covers strategies and technologies to achieve knowledge about status, potentials, and perspectives of a company out of heterogeneous and distributed data. The focus of this course is to provide a foundation for analytical concepts, techniques, and tools required in business decision making. BA tools are extensively used in the areas of marketing, strategic planning, and financial planning. A recent McKinsey report in BusinessWeek has projected that there will be a shortfall of 1.5 million BA analysts by 2018. Given the importance and strong demand of BA, this course will equip the future business managers on using the BA tools, strategies, and techniques in their work place. This course provides a thorough understanding of the concepts of managing BA using data visualization, online analytical processing (OLAP) and other related topics. The course will use extensive hands-on exercises with SAP Dashboard, IBM Watson, and Tableau 9.1.

ITM-3800 Project Management (3)

PREREQUISITES: ITM-2000 and junior standing. Students in this course will learn that projects are the vehicles to introduce change into complex organizational systems and that managing that process requires business, technical and people skills. A growing number of industries are increasingly using project management as a way to manage organizational goals. (continued next column)

ITM-3800 continued

Projects may involve disciplines such as information systems, accounting, operations management, marketing and international business. The general course objective focuses on developing problem analysis/solution development skills related to project definition planning, scheduling, organizing, managing, and closing projects (a.k.a., the project management life cycle). Topics covered align with selected knowledge areas prescribed by the Project Management Institute to set the foundation for students that might like to pursue further study and certification in this field.

ITM-4100 Systems Analysis and Design (3)

PREREQUISITE: ITM-2000. This course provides general understanding of the systems development life cycle as well as other techniques including prototyping. Students will develop the analytical skills required to thoroughly understand a problem and formulate the optimal solution. Projects will require the student to use process modeling techniques to assist in the analysis and design process.

ITM-4700 Business Data Mining (3)

PREREQUISITES: OPM-2070 or ITM-3700. Data mining is about extracting meaningful information from large data sets. Organizations generate large volumes of structured and unstructured data that needs to be analyzed. Data mining can increase the power of decision making by extracting insights from large data sets. In this course, students will learn the core concepts and techniques of data mining and examine how data mining technologies can be used to improve decision making. Using data mining software tools (IBM SPSS Modeler and SAP Predictive Analytics) students will apply data mining techniques on large business datasets. Students will learn the application of data mining tools in multiple business domains (e.g. Healthcare, Supply Chain, and Banking) to gain useful business insights.

COURSE DESCRIPTIONS

INFORMATION TECHNOLOGY MANAGEMENT (ITM) (continued)

ITM-4900 Enterprise Systems Practicum (3)

PREREQUISITES: ITM-2000 and junior standing. This course serves as an introduction to ERP and also provides a solid foundation for common business processes in many disciplines and how they are supported by modern information systems. The class examines various elements of an organization's business process and teaches students to examine and analyze business processes. The student's study is reinforced by the use of SAP ERP software to support both strategic decisions and day-to-day operations of a business.

ITM-4910 ITM Internship (0-3)

PREREQUISITES: ITM-2000, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

ITM-4980 Independent Study (1-3)

Permission of the department chair.

INTERNATIONAL BUSINESS (IB)

Dr. Hadi Alhorr Chair
Department of International Business

IB-2000 Introduction to International Business (3)

PREREQUISITE: ECON-1900. A broadly based introduction to the field of international business; consists of an interdisciplinary survey of the fundamentals of (1) international trade; (2) environmental factors; (3) international institutions and agencies; and (4) company organization, managerial functions and operations around the world.

IB-3020 Latin American Business (3)

PREREQUISITE: IB-2000. The focus of the course is on the cultural, historical, economic, social, political, and business environments in Latin America and on the activities of multinational corporations therein.

IB-3040 Asian Business (3)

PREREQUISITE: IB-2000. Focusing on a group of selected Asian economies, this course has three objectives: (1) to acquaint the students with the region's basic business environments; (2) to examine the style and practices of Asian management; (3) and to provide insight to the implications of the Asian business environment and management practice on strategic planning by non-Asian firms. Students will attain a practical knowledge of the complexity of the business environments of the region and be able to incorporate analytical skills and strategic thinking into the reality of the Asian markets.

IB-3100 Geopolitics of World Business (3)

PREREQUISITE: IB-2000. This course is designed to prepare students to understand how geography and politics intersect with and influence international business and multinational firms. Upon successful completion of the course, students should possess an awareness of important geopolitical facts and should be able to demonstrate the analytical and strategic thinking skills that reflect an understanding of how these facts interact with and affect international business competition. In particular, the (continued next column)

IB-3100 continued

course will examine how geographic location, natural resource endowments, historical relationships, and national and institutional political factors influence global companies.

IB-3140 International e-Business (3)

PREREQUISITES: IB-2000 and ITM-2000. International e-business is now emerging as an important way of conducting global business. However, there is a dearth of trained professionals at multinational companies who can manage and coordinate international e-business efforts and implement international e-business strategy. This course will help you understand international online market entry, issues regarding web site localization and cultural customization. Specifically, the course provides applied knowledge to successfully use the web to tap global online markets.

IB-3150 Middle Eastern Business (3)

PREREQUISITE: IB-2000. The focus of the course is the business environment of the Middle East and North Africa (MENA). National and corporate cultures, customs and laws, geopolitical environment, economic systems, natural resources and security of supply, and other major business-related elements will be covered. This coverage is complemented by a description of the changing order in the MENA region and what it means for multinational firms.

IB-3160 Cultural Differences in International Business (3)

PREREQUISITE: IB-2000. Ample evidence abounds that cultures of the world are getting more and more in contact as the business world becomes increasingly global. Given this globally interdependent economy, it is imperative that students understand the value of culture when conducting business across boundaries. This course examines the concept of "culture" as it applies in an international business context. Among those topics discussed are communicating and negotiating across cultures, the impact of culture on global alliances and strategy, and multicultural teams in international organizations. Classroom discussions are based on text readings as well as specific country-based cases.

COURSE DESCRIPTIONS

INTERNATIONAL BUSINESS (IB)

(continued)

IB-4120 International Business Strategies (3)

PREREQUISITE: IB-2000. This course is designed to develop a broad understanding of strategic challenges in the international business environment. The major objective of the course is to engender a global mindset and a better understanding of the problems and challenges that organizations face in the international context. The challenge is to make sense of the shifting dynamics and multifaceted phenomena that confronts global business. The course weaves together conceptual and practical considerations to create a balanced and exciting learning experience. It is designed to enhance your capacity to function more effectively in the international business environment.

IB - 4900 Global Immersion in International Business (3)

PREREQUISITES: IB-2000, junior standing, and department approval. Only one may be used to fulfill IB concentration requirements. This course provides business students a first-hand, practical exposure to business competition in another country or region. The course combines case study, traditional classroom lecture, guest lectures from academia and commerce, and field trips. Cultural excursions and presentations are integrated into the course instruction providing the students with a comprehensive view of business activity abroad. Pre-trip coursework and a final project are required.

IB-4910 International Business Internship (0-3)

PREREQUISITES: IB-2000, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

IB-4930 Special Topics in International Business (1-3)

Topics of course will vary. Prerequisite: IB-2000.

IB-4980 Independent Study (1-3)

Permission of the department chair.

MANAGEMENT (MGT)

Dr. David Kaplan, Chair
Department of Management

MGT-2000 Legal Environment of Business I (3)

Introduction to the U.S. legal system and to specific areas of the law such as torts, contracts, the law of agency and of business organizations. The course also covers American public law affecting businesses, including securities regulations, antitrust law, consumer protection, employment and environment law. Global and ethical issues are considered throughout.

MGT-3000 Management Theory and Practice (3)

PREREQUISITE: Sophomore standing. Studies management using both classical as well as modern theories of organization; the functions of management, external and/or environmental aspects bearing on managerial responsibility; development of practical management policy as guides to managerial decision-making, and human aspects of management including motivation, workplace equity and demographic diversity.

MGT-3100 Organization Behavior (3)

PREREQUISITE: MGT-3000. A study of interpersonal relations between individuals and groups in an organizational setting. The social environment of the work situation, along with the need of understanding and working with this environment, is emphasized. Problems arising from such relations are analyzed and evaluated.

MGT-3200 Managing Ideas in Entrepreneurial Firms (3)

PREREQUISITE: MGT-3000. Students **cannot** take both MGT-3200 and MGT-3201. The course is intended as a general introduction to the models and applications of entrepreneurship, innovation and creativity. The course will introduce the three major forms of entrepreneurship-independent (as in self-employment), corporate entrepreneurship and social venturing. In addition, the course will educate students about the three key elements of modern entrepreneurship: the recognition and creation of opportunities, the development of strategies to realize those opportunities, and the packaging of those opportunities for maximum impact in intended markets.

MGT-3201 Social Entrepreneurship (3)

PREREQUISITE: MGT-3000. Students **cannot** take both MGT-3200 and MGT-3201. This course is designed to introduce basic concepts and techniques of entrepreneurship applied to promote social good in all three sectors of the economy (for-profit, non-profit and government) to sophomores and juniors. The goal is to help students be better prepared for upper-level entrepreneurship and service leadership courses that build on social entrepreneurship knowledge. The course will cover the fundamentals of entrepreneurship with a particular focus on entrepreneurship in the pursuit of the greater good through charitable efforts, self-sustaining improvement efforts, and institutional efforts with a clear social benefit as part of the organization's mission.

COURSE DESCRIPTIONS

MANAGEMENT (MGT) (continued)

MGT-3210 Managing Resources in Entrepreneurial Firms (3)

PREREQUISITE: MGT-3200 or MGT-3201. The course (MREF) is intended as the fundamental preparation for entrepreneurship majors in the analysis and management of the key resources used to create and sustain firms-financial, human, operational, and legal. Topics will include the life-cycle of the entrepreneurial firm, entrepreneurial leadership and the human resource function in the small or emerging firm, the analysis of financial and accounting information for daily cash management and the evaluation of business performance, sources of funds for emerging and small businesses, strategies for managing assets, operations, and intellectual property, as well as strategies for growing and harvesting firms.

MGT-3300 Management of Human Resources (3)

PREREQUISITE: MGT-3000. Overview of contemporary HR problems and practices as related to the management of individual firms; major topics include: employee selection, training and development, personnel appraisal, organizational morale and discipline, compensation administration, employee benefits and services, and organizational communication.

MGT-3301 Negotiations and Conflict Resolution (3)

PREREQUISITE: MGT-3000. This course focuses on processes for conducting negotiations and resolving conflicts. The course will introduce different theoretical perspectives and help students understand their own attitudes and aptitudes regarding negotiations and conflict resolution. In addition, students will have the opportunity to put this knowledge into practice, and reflect upon the outcomes.

MGT-3400 Introduction to Sports Management (3)

PREREQUISITES: MGT-3000 and junior standing. This introductory course emphasizes basic management principles as they relate to the business of sports. Students are introduced to every aspect of sport business, which includes: ethics, management, marketing, law, media, economics, finance, events, facility management, governance, global industry, and other related areas. There is an emphasis on developing and improving communication skills while interacting with senior executives from the industry. An overview is provided with regard to career opportunities in this field.

MGT-4000 Strategic Management and Policy (3)

PREREQUISITES: Completion of the business common body of knowledge core and senior standing; co-requisite BIZ-4000. Capstone course to the business program; analysis of cases drawn from companies at different stages in the cycle of economic activities. Students develop approaches to corporate management functions and policy formulation at the top management level and an understanding of the strategic management process; application of the concepts of management, human relations, accounting, marketing, production, economics, and financial analysis to real case situations.

MGT-4101 Fundamentals of Leadership (3)

PREREQUISITE: MGT-3100. The purpose of this course is to provide students an opportunity to apply theories of leadership to everyday practice, to understand the history of the study of leadership, to explore the relationship between personal awareness and reflection on growth in their leadership development, and to provide feedback from others on perceptions of the student's leadership effectiveness.

MGT-4102 Organizational Failure, Change & Transformation (3)

PREREQUISITE: MGT-3100. This course should create an awareness of the reasons why organizations experience crises and what might be done to identify problems, to avoid potential failure and to transform the organization to enable it to succeed in the future. The symptoms and, more particularly, the causes of failure will be examined in depth, as well as the techniques that may be used to identify the onset of difficulties as early as possible. Successful turnaround strategies will more likely be achieved if problems are recognized early.

MGT-4103 Current Problems in Management (3)

PREREQUISITE: MGT-3100. In-depth analysis and exposure to current problems and challenges facing today's manager. Subject matter will vary from semester to semester.

MGT-4200 Business Plan Development (3)

PREREQUISITES: MGT-3200 or MGT-3201 and MGT-3210. Involves new business planning and analysis applied to developing and presenting financial and operational plans for new businesses. Topics include competitive analysis, strategic and managerial analyses, securing start-up financing, and professional presentation methods. The class also provides interaction with entrepreneurs and local entrepreneurship professionals. A one-hour lab required with the course focuses on entrepreneurial financial analyses and computer applications in new business development and operation.

COURSE DESCRIPTIONS

MANAGEMENT (MGT) (continued)

MGT-4201 Introduction to Family Business (3)

PREREQUISITE: MGT-3200 or MGT-3201. Explores family business topics such as growth and expansion, professionalization, succession and family dynamics, conflicts, and relationships relative to the business. Also provides an overview of families who own businesses and profiles of those businesses relative to the stages of business activity.

MGT-4301 Talent Management (3)

PREREQUISITE: MGT-3300. Addresses human resource planning, recruitment policies and practices at all organizational levels, pre-employment selections, interviewing and testing techniques and tools, appraisals and development of employee resources, internal personnel administration and equal employment opportunity affirmative action programs.

MGT-4302 Compensation (3)

PREREQUISITE: MGT-3300. Addresses the purpose of compensation administration for the attraction of competent employees, retention of these employees, provision of incentives for effective employment and the rewarding of employees according to merit and accomplishment. The course presents the principles and concepts essential to establishing and maintaining adequate and equitable compensation for employees.

MGT-4400 Integrated Sports Business Planning (3)

PREREQUISITES: Senior standing, MGT-3400, and two of the Sports Business courses. The Integrated Sports Business Capstone ties together the concepts learned in all previous sports business courses and in the general business studies (Marketing, Finance, etc.). It allows students to apply that knowledge to a "real world" sports business project for a client (team, sponsor, etc.). Because of the non-traditional, project-oriented nature of the course, a heavy emphasis will be placed on team-based, experiential learning.

MGT-4401 Legal Issues in Sport & Entertainment (3)

PREREQUISITE: MGT-2000 (or PLS-1000). This course aims to give the student an in-depth understanding of amateur and professional athletics, and the sports and entertainment industry in general, in relation to the American system of jurisprudence, statutory law, administrative law, constitutional law, and common law. It is intended to familiarize the student with legal concepts and analysis, which will be integral to the student's ability to recognize, approach and resolve sport and entertainment-related legal issues. Answers to legal questions will be pursued through critical thinking and reasoning, especially on matters of policy, legal and political philosophy, with an ultimate goal of gaining valuable insight on issues the student will be called to deal with in his/her ensuing academic and professional life.

MGT-4402 Intercollegiate Athletics Management (3)

PREREQUISITE: MGT-3000. The course will offer extensive and management legal theory background and important rules' interpretation, as well as the application on a variety of issues arising in intercollegiate athletics. The student will learn to recognize, approach, and resolve NCAA and Conference rules' related issues. The course will promote the student's ability to deal with problems in intercollegiate athletics and encourage critical thinking and reasoning. As an upper level sport business course member, the student will be called to assume a critical stance on the issues under study, and will have to support theoretically, conceptually, and practically.

MGT-4500 Legal Environment of Business II (3)

PREREQUISITE: MGT-2000. Advanced course for students (1) desiring to expand their knowledge of the legal and ethical environment of business and of issues in business law or (2) preparing to take the CPA examination. Topics covered include negotiable instruments, secured transactions, debtor-creditor relationships, property law, trusts and wills, business associations and other special topics such as accountants' liability and international legal problems.

MGT-4910 Management Internship (0-3)

PREREQUISITES: MGT-3000, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

MGT-4980 Independent Study (1-3)

Permission of the department chair.

COURSE DESCRIPTIONS

MARKETING (MKT)

Dr. Mark Arnold, Chair
Department of Marketing

MKT-3000 Introduction to Marketing Management (3)

PREREQUISITE: Sophomore standing. Introduction to the concept of marketing and its application to domestic and foreign markets, and to consumer, producer, institutional, and service markets; analysis of marketing mix, including product, price, promotion/advertising, and distribution policies; and an overview of career opportunities in the marketing field.

MKT-3300 Marketing Channels and Distribution Systems (3)

PREREQUISITE: MKT-3000. Institutional structures and distribution processes viewed as a subsystem of marketing strategy; channel structure, promotion, pricing, product assortment considerations, and physical logistics to achieve channel policies; and social, governmental, economic, and competitive aspects affecting channels.

MKT-3400 Integrated Marketing Communications (3)

PREREQUISITE: MKT-3000. Advertising efforts, public relations efforts, and coordinating and integrating promotional strategy efforts; situation analysis; determination of objectives and budgets; media strategies; sales promotion and public relations.

MKT-3500 Sports Marketing (3)

PREREQUISITE: MKT-3000. The content of this course focuses on three aspects of sports marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports properties; and (3) the emerging issues relevant for both marketing through and the marketing of sports. The first component addresses the various domains of the sports marketing environment and traditional sponsorship. The second focuses on the marketing of professional and amateur sports, the marketing of participation-oriented sports, and the marketing of a broad array of sports-related products such as sporting goods and apparel. The third addresses the impact of relationship marketing, technology, and controversial issues within the sports marketing industry.

MKT-3600 Marketing Research (3)

PREREQUISITE: MKT-3000. Problem-solving in marketing through assimilation and interpretation of information; secondary sources and techniques of surveying and experimentation examined; and statistical tools applied to research design and interpretation.

MKT-3700 Social Media and Digital Marketing (3)

PREREQUISITE: MKT-3000. This course focuses on digital, social, and mobile marketing applications. Topic include: Search Engine Optimization, Search Engine Marketing, Online Advertising, Web Analytics, Email Marketing, Social Media Marketing, and Reputation Management.

MKT-4300 Retail Management (3)

PREREQUISITE: MKT-3000. Retailing operations within the marketing systems; the management, organization and control of retail establishments; and retail buying practices, pricing, control of inventories, personnel publicity, advertising, and store location.

MKT-4400 Consumer Behavior (3)

PREREQUISITE: MKT-3000. Concepts and theories explaining the cognitive, behavioral, and experimental aspects of individual and group purchasing of goods and services; analysis of a broad range of purchase and consumption situations; development of appropriate target market strategies.

MKT-4440 Personal Selling (3)

PREREQUISITE: MKT-3000. The course content revolves around the personal selling process. Role playing and sales presentations are used to improve oral communication skills, enhance self-confidence, and hone selling skills. Persuasive writing skills are also practiced.

MKT-4450 Sales Management (3)

PREREQUISITE: MKT-3000. Environment of sales management; forecasting sales; budgeting; structuring a sales force; selecting, training, compensating salespeople; motivating and evaluating salespeople; and the personal selling process.

MKT-4550 International Marketing (3)

PREREQUISITE: MKT-3000. Environmental systems approach, examining socio-cultural aspects and the economic and political infrastructure of foreign markets; analysis of multiple modes of market entry, and market segmentation; and marketing strategy development, appropriate to various sizes and types of companies in the U.S. and abroad.

MKT-4600 Brand Management (3)

PREREQUISITE: MKT-3000. This course will focus on understanding, building, measuring, and managing the essence of brand power: brand equity. Starting with an overview of brands and branding decisions, the course will highlight the content and context of brand management, before proceeding to strategies for building brand equity, measuring brand equity using financial/marketing/customer measures, and managing brand equity over time and across geographical boundaries.

COURSE DESCRIPTIONS

MARKETING (MKT) (continued)

MKT-4650 Marketing Analytics (3)

PREREQUISITE: MKT-3000. A quantitative approach to effective marketing decision making; includes decision models relating to segmentation, positioning, new product design models as well as advertising and promotion; also covers pricing models and the implications of marketing decisions to costs, revenue, and profits.

MKT-4900 Marketing Strategy (3)

PREREQUISITES: MKT-3000 and senior standing. Capstone marketing course, to be taken in the final semester of study, using case approach; emphasis on strategic and executional issues connected with marketing policy; examines managing marketing mix decisions with special attention given to communication (personal and mass), price practices, channels of distribution, and product policy.

MKT-4910 Marketing Internship (0-3)

PREREQUISITES: MKT-3000, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

MKT-4980 Independent Study (1-3)

Permission of the department chair.

OPERATIONS MANAGEMENT (OPM)

Dr. Reuven Levary, Chair
Department of Operations
and Information Technology
Management

OPM-2070 Introductory Business Statistics (3)

PREREQUISITE: MATH-1200. This course introduces students to the principles of statistics. Subjects include: descriptive statistics for displaying and summarizing business data; the use of probabilities and random variables in business decision models, probability distribution, statistical inference as a decision-making tool, sampling of business data, simple linear regression and correlation, time series analysis, use of index numbers in economic data, and the use of statistics to manage supply chains.

OPM-3050 Introduction to Management Sciences and Operations Management (3)

PREREQUISITES: OPM-2070 and MATH-1320 or MATH-1510 or higher level Calculus course. The objectives of this course are to: 1) acquaint the student with the overall operations research/management science process; 2) expose the student to several of the most widely utilized operations research/management science and production planning models, along with the solution techniques; 3) familiarize the student with the use of computers in facilitating managerial decisions.

OPM-4980 Independent Study (1-3)

Permission of the department chair.

SPORTS BUSINESS (SPBZ)

Dr. Heather Bednarek, Program
Coordinator

SPBZ-4910 Sports Business Internship (0-3)

PREREQUISITES: MGT-3400 permission of Sports Business Program Coordinator and junior standing. The objective of the Sports Business internship is to expose the student to the sports industry or sports-related work through hands-on responsibilities in the area. This may be accomplished through an internship within a sports organization itself, or an organization which leverages sports as part of their business model.

[Other course options for SPBZ](#)
(see course descriptions):

ECON-4500 Sports Economics (3)

ITM-3800 Project Management (3)

MGT-3301 Negotiations and Conflict Resolution (3)

MGT-3400 Introduction to Sports Management (3)

MGT-4401 Legal Issues in Sport & Entertainment (3)

MGT-4402 Intercollegiate Athletics Management (3)

MGT-4400 Integrated Sports Business (3)

MKT-3500 Sports Marketing (3)

Appendix A

The United Nations Principles for Responsible Management Education

As institutions of higher learning involved in the education of current and future managers we are voluntarily committed to engaging in a continuous process of improvement of the following Principles, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions:

Principle 1 – Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Principle 2 – Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3 – Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Principle 4 – Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Principle 5 – Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Principle 6 – Dialogue: We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.



The programs of Saint Louis University are open to all without regard to race, color, sex, age, national origin, religion, sexual orientation, disability, or veteran status. All University policies, practices and procedures are administered in a manner consistent with its Catholic Jesuit identity. Programs and activities located in facilities not easily accessible to disabled persons will be made accessible through relocation or other means upon request.