

John Cook School of Business

<http://slu.edu/business.xml>

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 its 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 its graduates in the pursuit of their chosen professional objectives and guides its 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 ready 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 learning matters, and where a highly qualified faculty guides the

students' study through a curriculum relevant to contemporary business needs and practices.

Principles for Responsible Management Education

In December 2008 as Wall Street was crumbling, a few blocks away a group of universities from across the globe had 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, 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.

Undergraduate Degree Offered

The school's undergraduate degree program offers a Bachelor of Science in Business Administration (B.S.B.A.) with concentrations available in the following disciplines (detailed information can be found on the following pages):

Areas of Concentration

(available **ONLY** to business majors):

Accounting
Economics
Entrepreneurship
Finance
Information Technology Management
International Business
Leadership and Change Management
Marketing
Sports Business

In addition to selecting a concentration(s), business majors may also pursue a supporting area(s) in the following disciplines (detailed information can be found on the following pages):

Supporting Areas

(available **ONLY** to business majors):

Accounting
Economics
Entrepreneurship
Finance
Globalization and Technology
Human Resource Management
Information Technology Management
International Business
Leadership and Change Management
Marketing
Sports Business

Co-Curricular Programs for Business Majors

The school offers a **Service Leadership Program and a Sustainable Business Practices Track within the Service Leadership Program** for business majors. Detailed information about these programs can be found on the following pages.

Minors for Non-Business Majors

Non-business majors in some traditional degree programs outside of the John Cook School of Business may pursue one of the following business minors. Detailed information can be found on the following pages.

Business Administration
Human Resource Management
Information Technology Management
International Business
Marketing
Sports Business

Special Programs

Cook Scholars – 3-Year Degree Program

This 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 degree program; this is only a time-shortened, not content-shortened program. As a Cook Scholar, students will have guaranteed enrollment in business classes (not particular sections) as long as the curriculum plan is followed. To remain in the program, students will need to maintain at least a 3.5 cumulative SLU GPA.

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

This program is available only to entering freshmen whose high school scholastic achievement and admission test scores demonstrate superior academic potential. Detailed information can be found on the following pages.

Integrated Accounting Program

The Integrated Accounting Program will allow students the opportunity to complete both the undergraduate and graduate degrees in accounting simultaneously. Detailed information can be found on the following pages.

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). Detailed information can be found on the following pages.

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 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 that utilize SAP software. For more information go to: <http://slu.edu/business/academic-departments/operations-and-information-technology-management>

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. 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 marketing analytics.

Degree-Enhancing Opportunities Internship Program

In today's competitive business environment, it is imperative that students gain career-related experience prior to graduation. Recognizing this necessity, the Cook School 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, representing a variety of industries including corporate, government, and non-profit organizations. These relationships provide juniors and seniors a wide range of choices for their internship experiences. An internship may provide up to three hours of course credit within the curriculum, allowing students opportunities to combine classroom learning with practical, career-related work experience under the supervision of practicing professionals. Whether or not a student receives course credit, the Cook School encourages all students to participate in an internship to enhance their academic studies, understand the

business world, develop business relationships and build work experience.

For more information about the Internship program, go to <http://www.slu.edu/business/career-resources>

FOCUS Program (Focus On Careers for Undergraduate Students)

The business school believes the future and success of its students are highly important; so important that the school has designed the FOCUS Program to help students be successful as a student and a professional. The program 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. This four-year career development program is a required degree component and consists of assessments, workshops, career fairs, and networking events with employers, alumni and executives.

For more information, go to

<http://www.slu.edu/business/career-resources>

Service Leadership Program

Through the nationally recognized (The Templeton Guide: Colleges that Encourage Character Development) **Service Leadership Program**, students have the opportunity to bridge Ignatian philosophy with academic learning, personal experiences, and reflection. The **Sustainable Business Practices Track** within the Service Leadership Program prepares students to be conscientious and socially responsible business leaders with a special focus on the triple bottom line of people, planet, and profit. Detailed information regarding the Service Leadership Program can be found on the following pages.

Study Abroad/Exchange/Short-Term Immersion Opportunities

With the increasing globalization of business, it is important for graduates to understand the subtle ways business practice in all jobs can be impacted by differences in culture, politics, economies, geographies, and religions. While curriculum can provide exposure to these concepts, an overseas immersion experience will provide real-life learning. Options range from a large selection of full semester destinations to shorter summer programs or even one to two week courses.

The John Cook School of Business offers several **exchange** programs where international business schools send students to SLU and SLU sends students to their schools in Belgium, China, Denmark, France, Germany, Hong Kong, Korea, and Sweden. Business students may also participate in shorter summer programs or even a **one-week study abroad** in January to Panama, Central America. Additional destinations are under consideration to provide more selection. Through the SLU Office of International Services, business students have access to a large list of **study abroad** destinations around the world—including our SLU Madrid campus, which

provides students with an IB or Economics concentration the option to complete the degree in Spain.

Due to the requirement that the last 30 hours be completed in residence at the St. Louis campus, students should begin planning their immersion experience early in their academic careers for travel in the sophomore year or early in the junior year. (Students selecting the option to pursue an IB or Economics concentration in Madrid will receive an exception to this residency requirement.)

For help identifying destinations, please contact the Department of International Business located in the Boeing Institute for International Business (Cook 332, schneikl@slu.edu) or attend one of the *Study Abroad Information Sessions for Business Students* held at the start of each semester. Once a potential study abroad site has been selected, a business school academic advisor will evaluate the courses to determine SLU equivalents. Note that all grades earned will be included in the SLU GPA. Assistance with the application process is available through the Department of International Business as well as the International Services office.

For information on the web, visit

<http://business.slu.edu/programs-of-study/undergraduate-business-programs/unique-educational-opportunities/study-abroad-opportunities/>

General Information

Admission Requirements

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

Advanced Placement Coursework/Dual Credit Coursework

See section under University Academic Policies and Procedures.

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. Academic advisors also provide information about internships and study abroad opportunities. 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. These mentors provide career advice and general guidance. Faculty mentors are also available to discuss students' personal and educational goals.

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. Information regarding these programs can be found elsewhere in the Undergraduate catalog.

Double Undergraduate Degrees

See section under University Academic Policies and Procedures.

(Programs outside of the business school requiring 30 or more credit hours of business coursework may **NOT** be combined with the business degree.)

Transfer Credit Guidelines/Concurrent Enrollment

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 any approved transfer courses. Continuing students must receive approval **PRIOR** to enrolling in courses away from SLU. The transferability of online courses is limited to a maximum of two courses, and exams for online courses must be given in a proctored setting or they will not be considered for transfer. 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 9 hours of summer coursework; however, students with at least a 3.0 gpa may petition to take up to 12 hours of summer work.

Undergraduate Students taking 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.

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 **if** the course is used to fulfill degree requirements.

Repeating Courses

See section under University Academic Policies and Procedures.

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 register for not more than 15 hours of coursework as defined by the terms of the probation and may not submit application for 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 deficit of more than 15 points.

For more information, see section under University Academic Policies and Procedures.

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 accounting courses that fulfill the concentration requirements;
3. earn a minimum 2.0 cumulative GPA in all business coursework taken at Saint Louis University;
4. complete the Arts and Sciences core as specified in the business school curriculum;
5. complete the final 30 hours in residence at the St. Louis campus;*
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

See section under University Academic Policies and Procedures.

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, plagiarism and soliciting, receiving, or providing any unauthorized assistance, including the use of technological devices, in the completion of any work submitted toward 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.

For more information, see section under University Academic Policies and Procedures.

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 provides a breadth of knowledge by combining a strong Arts and Sciences core (48 credit hours) with Business Common Body of Knowledge (CBK) coursework (44 credit hours), which includes studies in multiple business disciplines: accounting, economics, finance, information technology management, international business, management, marketing, and operations management.

Beyond the business CBK coursework and the Arts and Sciences core, a depth of knowledge is achieved through advanced courses in a business concentration (15-18 credit hours) of the student's choice: accounting, economics, entrepreneurship, finance, information technology management, international business (also requires 12 credit hours of foreign language), leadership and change 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. However, a double concentration **within** the business school is **not** considered a double undergraduate degree; students completing more than one concentration and/or supporting area within the business school will receive one Bachelor of Science in Business Administration degree, with the transcript indicating the multiple concentrations and/or supporting areas. If a business course overlaps between two business areas, it may be counted only once and credited to one functional area, i.e. Sports Marketing may be used to satisfy a Marketing concentration requirement or a Sports Business concentration requirement, but not both.

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

Degree Requirements

The requirements for a Bachelor of Science in Business Administration degree are as follows: (All courses are three credit hours unless otherwise indicated.)

Business Common Body of Knowledge (CBK)

Requirements: 44 Hours

ACCT	220	Financial Accounting
ACCT	222	Managerial Accounting
BIZ	100	Business Foundations (1 credit hour—course includes an Excel lab)
BIZ	400	Business Capstone (1 credit hour) *
ECON	190	Principles of Economics
ECON	312	Intermediate Macroeconomics
ECON	314	Intermediate Microeconomics
FIN	301	Principles of Finance
IB	200	Introduction to International Business
ITM	200/201	Introduction to Information Technology Management/Introduction to Enterprise Systems and ITM
MGT	218	Legal Environment of Business I
MGT	300	Management Theory and Practice
MGT	400	Strategic Management and Policy*
MKT	300	Introduction to Marketing Management
OPM	207	Introductory Business Statistics
OPM	305	Introduction to Management Science and Operations Management

Arts and Sciences Core Requirements: 48 hours

ENGL	190	Strategies of Rhetoric & Research
ENGL	202, 220, 230, 240,	or Foreign Language Literature
ENGL	400 (strongly recommended),	Eng. Literature, or Fine Arts **
CMM	120	Introduction to Public Speaking
HIST	111 or 112	Origins of the Modern World
PSY	101	General Psychology
Two additional courses selected from: African American Studies, American Studies, History, Political Science, Psychology, Sociology, or Women's Studies		
MATH	120	College Algebra***
MATH	132	Survey of Calculus****
One Natural Science course		
One additional Math*****or Natural Science course		
PHIL	105	Introduction to Philosophy
PHIL	205	Ethics
THEO	100	Theological Foundations
THEO	2xx	Theology course

Area of Business Concentration: 15-18 hours*****

Electives in Business Or Other Areas: 10-13 hours*****

Total Hours Required for Degree: 120

*All other Business CBK courses must be completed **prior** to taking BIZ-400 and MGT-400.

**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 120 must replace with another **approved** math course.

****Calculus must be completed by the end of the sophomore year in order to enroll in business courses junior year. MATH 142 (Calculus 1) or higher level calculus course may be substituted for MATH 132.

***** MATH course must be approved.

*****In addition to completing lower and upper division coursework in all areas of business, each student typically selects a business **concentration** before or during the first semester of the junior year. Required hours vary between 15 and 18 hours, and are determined by the appropriate department. To broaden their expertise, students may complete more than one area of concentration in business, or an area of concentration and a supporting area in business. However, where courses overlap between two business areas, the course may be counted only once and credited to one functional area, i.e. Sports Marketing may be used in either the Marketing concentration or the Sports Business concentration but not both.

*******Electives** may be selected from any area of study within the University, giving the student the opportunity to diversify his/her background.

Accounting

Ananth Seetharaman, Ph.D., Chair

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

Faculty:

Debbie Barbeau, M.Acc., C.P.A.

Denise Guithues-Amrhein, Ph.D., C.P.A.

Scott Duellman, Ph.D.

Helen Hurwitz, Ph.D.

Neil Jansen, M.P.A., C.P.A.

John R. McGowan, Ph.D., C.P.A.

Debra Neumann Pike, M.B.A., C.P.A.

Ananth Seetharaman, Ph.D., C.P.A.

Yan Sun, Ph.D.

Xu Wang, Ph.D.

Weimin Wang, Ph.D.

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 will be 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 (details below), 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 will 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 (details below) for qualified incoming freshmen.

Accounting Scholars Program

This 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:

- have at least a 3.5 cumulative 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 will allow 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 scholarship may be applied while enrolled in master level coursework.

For admission into this 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 (GMAT will be waived for SLU accounting undergraduates with a GPA of at least a 3.6). 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 grade point average of 3.0 or higher; (b) an upper level accounting class taken at SLU with a grade of "B" or higher.

Accounting (B.S.B.A.)

The Department of Accounting offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in accounting. 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 hours* in addition to ACCT 220 and ACCT 222, which are taken as business CBK requirements. Accounting students must earn a grade of "C" or higher in all accounting courses used to fulfill concentration requirements and a minimum SLU cumulative GPA of 2.7 is a prerequisite for all 300 and 400 level accounting courses. (All courses are three credit hours.)

Five (5) courses as follows:

ACCT 311	Financial Reporting I
ACCT 322	Cost Management
ACCT 411	Financial Reporting II
ACCT 425	Accounting Information Systems
ACCT 430	Federal Income Tax I

And one (1) course selected from the following:

ACCT 416	International Financial Reporting Standards
ACCT 440	Auditing
ACCT 480	Accounting Internship

*Students in the Integrated Accounting Program are required to take MGT 428, Legal Environment of Business II, during their last semester of master's level coursework.

Economics

Heather L. Bednarek, Ph.D, Chair

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

Faculty:

Heather L. Bednarek, Ph.D.
 Jaya Dey, Ph.D.
 Muhammad Q. Islam, Ph.D.
 Douglas W. Marcouiller, S.J., Ph.D.
 Hailong Qian, Ph.D.
 David E. Rapach, Ph.D.
 Patrick J. Welch, Ph.D.
 Bonnie E. Wilson, Ph.D.

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 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 are exposed to microeconomic issues that are relevant to decision-making in private business and in formulating public policy. Students are also exposed to 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.

Economics (B.S.B.A.)

The Department of Economics offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in economics. 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 hours in addition to ECON 190, ECON 312, and ECON 314, which are taken as business CBK requirements. (All courses are three credit hours.)

One (1) course as follows:

ECON 301 Introduction to Econometrics

And Five (5) courses selected from the following:

ECON 379 Economies of Latin America
 ECON 408 Industrial Organization and Public Policy

ECON 412	Law and Economics
ECON 416	History of Economic Analysis
ECON 420	Money and Banking
ECON 430	International Trade
ECON 431	Exchange Rates and the Global Economy
ECON 440	Labor Economics
ECON 445	Economics of International Migration
ECON 450	Sports Economics
ECON 456	Economic Development
ECON 460	Public Finance
ECON 470	Health Economics
ECON 477	Advanced Econometrics
ECON 493	Special Topics in Economics
PHIL 434	Game Theory & Ethics
PPS 410	Introduction to Urban Economics

Finance

Michael J. Alderson, Ph.D. Chair

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

Faculty:

Michael J. Alderson, Ph.D.
Naresh Bansal, Ph.D.
Brian L. Betker, Ph.D.
Bidisha Chakrabarty, Ph.D.
Alireza Nasseh, Ph.D.
Olgun Sahin, Ph.D.

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 220 and 222 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. 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.

The Department of Finance has created two tracks within the finance concentration: Financial Analysis track and Financial Planning track. (See below for requirements.)

Finance (B.S.B.A.)

The Department of Finance offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in finance. 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 hours in addition to FIN 301, which is taken as a business CBK requirement. A grade of at least a "B-" in FIN 301 is a prerequisite for all other finance courses. (All courses are three credit hours.)

Four (4) courses as follows:

FIN 333	Fixed Income Securities and Markets
FIN 363	Equity Securities and Markets
FIN 423	Financial Management
FIN 465	Derivative Securities and Markets

And two (2) courses selected from the following:

FIN 314	Insurance
FIN 316	Real Estate
FIN 425	International Financial Management
FIN 433	Financial Analysis and Modeling
FIN 444	Financial Planning
FIN 453	Advanced Financial Management
FIN 463	Applied Portfolio Management
FIN 473	Financial Markets and Institutions
FIN 480	Finance Internship

Financial Analysis Track*

Required:

Thirty hours in addition to FIN 301, which is taken as a business CBK requirement. A grade of at least a "B-" in FIN 301 is a prerequisite for all other finance courses. (All courses are three credit hours.)

Eight (8) courses as follows:

FIN 333	Fixed Income Securities and Markets
FIN 363	Equity Securities and Markets
FIN 423	Financial Management
FIN 433	Financial Analysis and Modeling
FIN 463	Applied Portfolio Management OR FIN 453 Advanced Financial Management
FIN 465	Derivative Securities and Markets
ACCT 311	Financial Reporting I**
ACCT 411	Financial Reporting II**

And two (2) courses selected from the following:

FIN	316	Real Estate
FIN	425	International Financial Management
FIN	453	Advanced Financial Management
FIN	473	Financial Markets and Institutions
FIN	481	Financial Analysis Internship
ACCT	430	Federal Income Tax I**
ACCT	611	Financial Reporting III**
ACCT	619	Financial Statement Analysis**

Financial Planning Track***Required:**

Thirty hours in addition to FIN 301, which is taken as a business CBK requirement. A grade of at least a “B-” in FIN 301 is a prerequisite for all other finance courses. (All courses are three credit hours.)

Eight (8) courses as follows:

FIN	314	Insurance
FIN	333	Fixed Income Securities and Markets
FIN	363	Equity Securities and Markets
FIN	423	Financial Management
FIN	444	Financial Planning
FIN	465	Derivative Securities and Markets
ACCT	311	Financial Reporting I**
ACCT	430	Federal Income Tax I**

And two (2) courses selected from the following:

FIN	316	Real Estate
FIN	473	Financial Markets and Institutions
FIN	482	Financial Planning Internship
ACCT	638	Wealth Preservation**
MKT	444	Personal Selling

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 311 may be used in either of the Finance Tracks or the Accounting area, but not both.

**In addition to course prerequisites, a 2.7 cumulative SLU GPA is a prerequisite for 300 and 400 level accounting courses; a 3.0 cumulative SLU GPA and senior standing are prerequisites for 600 level accounting courses.

Information Technology Management

Reuven R. Levary, Ph.D., Chair

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

Faculty:

Palash Bera, Ph.D.
 Sherri Xiaorai Cheng, Ph.D.
 Mark E. Ferris, Ph.D.
 Justin Goodson, Ph.D.

Kerry Williams, M.B.A.
 Donald E. Hardaway, Ph.D.
 Ik-Whan Kwon, Ph.D.
 Reuven R. Levary, Ph.D.
 Fred Niederman, Ph.D.

The undergraduate concentration in Information Technology Management (ITM) 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 courses that utilize SAP software. For more information, go to <http://slu.edu/business/academic-departments/operations-and-information-technology-management>.

Information Technology Management (B.S.B.A.)

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. 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:

18 hours in addition to ITM 200/201, which is taken as a business CBK requirement. (All courses are three credit hours.)

Three (3) courses as follows:

ITM	310	Program Development Techniques
ITM	330	Database Management Systems
ITM	410	Systems Analysis and Design

And three (3) courses selected from the following:

ITM 320	Object-Oriented Programming
ITM 345	Web Site Design and Development
ITM 350	Information Security Management
ITM 360	Global Information Management
ITM 370	Business Analytics
ITM 380	Project Management
ITM 435	Data Communications & Networking
ITM 450	Web-based Applications and Architectures
ITM 460	Business Process Implementation with ERP/SAP
ITM 480	ITM Internship
ITM 490	Enterprise Systems Practicum
ACCT 425	Accounting Information Systems*

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 425 may be used in either the ITM area or the Accounting area, but not both.

International Business

Seung H. Kim, Ph.D., Chair

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

Faculty:

Hadi S. Alhorr, Ph.D.
Mamoun Benmamoun, Ph.D.
Seung H. Kim, Ph.D.
Jase Ramsey, Ph.D.
Nitish Singh, Ph.D.
Hongxin John Zhao, Ph.D.

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, pace of life and social structures affect global commerce.

Students with a concentration in international business are strongly encouraged to study abroad. Options range from a large selection of full semester destinations to shorter programs of one or two weeks. Currently there is one short program offered between the fall and spring semesters at the City of Knowledge Campus in Panama, Central America. 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, Korea. There are also numerous partnerships managed through the university with destinations around the world. (See Study Abroad for more detail.)

International Business (B.S.B.A.)

The Department of International Business offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in international business. 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:

Fifteen hours of international business courses in addition to IB 200, which is taken as a Business CBK requirement, and twelve foreign language credit hours*. (All courses are three credit hours.)

Five (5) courses selected from the following:

IB 302	Latin American Business
IB 304	Asian Business
IB 310	Geopolitics of World Business
IB 314	International e-Business
IB 315	Middle Eastern Business
IB 316	Cultural Differences in International Business
IB 412	International Business Strategies
IB 480	International Business Internship
IB 493	Special Topics in International Business
IB 496	Global Immersion in International Business**

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

**Various immersion locations; only one may be used to satisfy IB concentration requirements.

Management

David M. Kaplan, Ph.D., Chair

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

Faculty:

Laurel Boone, J.D.
Ellen F. Harshman, Ph.D., J.D.
Anastasios Kaburakis, Ph.D.
David M. Kaplan, Ph.D.
Jerome A. Katz, Ph.D.
Timothy P. Keane, Ph.D.
Carl P. Maertz, Jr., Ph.D.
Elouise Mintz, Ph.D.
Scott R. Safranski, Ph.D.
Michael C. Shaner, Ph.D.
Philipp A. Stoeberl, Ph.D.
Jingtong Tang, Ph.D.
Christopher H. Thomas, Ph.D.
Vincent T. Volpe, C.P.A., J.D., M.B.A.

The management programs focus on both the human and organizational aspects of the workplace, including behavioral and technical areas. Today's dynamic business environment demands graduates who can effectively handle decisions, as well as work with and lead people in global organizations.

Emphasis is placed on motivating people with a manager's skill and insight.

Leadership and Change Management (B.S.B.A.)

The Department of Management offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in Leadership and Change Management. 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 hours in addition to MGT 218, MGT 300 and MGT 400, which are taken as business CBK requirements. (All courses are three credit hours.)

Two (2) courses as follows:

MGT 310 Management of Human Resources
MGT 312 Organization Behavior

And two (2) concentration electives selected from the following:

MGT 405 Fundamentals of Leadership
MGT 408 Organizational Failure Change and Transformation
MGT 415 Current Problems in Management

And two (2) breadth electives selected from the following*:

MGT 319 Social Entrepreneurship*
MGT 320 Managing Ideas in Entrepreneurial Firms*
MGT 321 Managing Resources in Entrepreneurial Firms
MGT 330 Negotiations and Conflict Resolution
MGT 411 Talent Management
MGT 413 Compensation
MGT 421 Business Plan Development
MGT 422 Introduction to Family Business
MGT 428 Legal Environment of Business II
MGT 480 Management Internship
PSY 447 Small Group Behavior
CMM 421 Organizational Culture**
MGT 405, MGT 408, MGT 415 (if not taken to satisfy concentration elective)

*Students **cannot** take both MGT 319 and MGT 320.

**MGT 300 must be completed prior to taking CMM 421.

Entrepreneurship (B.S.B.A.)

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 hours in addition to MGT 218, MGT 300 and MGT 400, which are taken as business CBK requirements. (All courses are three credit hours.)

Three (3) courses as follows*:

MGT 319 Social Entrepreneurship*
MGT 320 Managing Ideas in Entrepreneurial Firms*
MGT 321 Managing Resources in Entrepreneurial Firms
MGT 421 Business Plan Development

And two (2) concentration electives selected from the following:

MGT 310 Management of Human Resources
MGT 312 Organization Behavior
MGT 330 Negotiations and Conflict Resolution
MGT 405 Fundamentals of Leadership
MGT 408 Organizational Failure, Change & Transformation
MGT 415 Current Problems in Management
MGT 422 Introduction to Family Business
MGT 480 Management Internship

And one (1) breadth elective selected from the following**:

FIN 316 Real Estate
MKT 340 Integrated Marketing Communications
MKT 360 Marketing Research
MKT 444 Personal Selling

* Students **cannot** take both MGT 319 and MGT 320.

**A course may not be used to fulfill requirements in two areas, i.e. FIN 316 may be used in either the Entrepreneurship area or the Finance area, but not both.

Marketing

James E. Fisher, Ph.D., Chair

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

Faculty:

Mark J. Arnold, Ph.D.
Brett A. Boyle, Ph.D.
Brad Carlson, Ph.D.
James E. Fisher, Ph.D.
Gail Gilbert, M.B.A.
Andrew M. Kaikati, Ph.D.
Morris Kalliny, Ph.D.
Ivan Lapuka, Ph.D.

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. 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.

Marketing (B.S.B.A.)

The Department of Marketing offers the Bachelor of Science in Business Administration (B.S.B.A.) with a concentration in marketing. 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 hours in addition to MKT 300, which is taken as a business CBK requirement. (All courses are three credit hours.)

Three (3) courses as follows:

MKT 440 Consumer Behavior
MKT 465 Marketing Analytics
MKT 490 Marketing Strategy

And three (3) courses selected from the following:*

MKT 330 Marketing Channels and Distribution Systems
MKT 340 Integrated Marketing Communications
MKT 350 Sports Marketing
MKT 360 Marketing Research
MKT 430 Retail Management
MKT 444 Personal Selling
MKT 445 Sales Management
MKT 455 International Marketing
MKT 460 Brand Management
MKT 480 Marketing Internship

*Students may want to select their marketing electives from within one of the following tracks:

Brand Management	Marketing Communications	Personal Selling & Sales Mgt
MKT 340	MKT 340	MKT 330
MKT 455	MKT 444	MKT 444
MKT 460	MKT 460	MKT 445
MKT 480	MKT 480	MKT 480

Sports Business

Dr. Mark Arnold, Program Coordinator

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

Faculty:

Brett Boyle, Ph.D.
Brad Carlson, Ph.D.
Muhammad Islam, Ph.D.
Anastasios Kaburakis, Ph.D.
David Kaplan, Ph.D.

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.

Sports Business (B.S.B.A.)

The John Cook School of Business offers the Bachelor of Science in Business Administration (B.S.B.A.) with a

concentration in sports business. 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 hours taken as follows*: (All courses are three credit hours.)

Three (3) courses as follows:

MGT 307 Introduction to Sports Management
MGT 430 Integrated Sports Business Planning
MKT 350 Sports Marketing

And three (3) courses selected from the following:

ECON 450 Sports Economics
ITM 380 Project Management
MGT 330 Negotiations and Conflict Resolution
MGT 424 Legal Issues in Sport and Entertainment
MGT 425 Intercollegiate Athletics Management
SPBZ 480 Sports Business Internship
CMM 390 Sport Communication

*A course may not be used to fulfill requirements in two areas, i.e. MKT 350 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 any prerequisites as required.

A course may not be used to fulfill requirements in two areas (concentration and/or supporting area), i.e. IB 310 may not be used to fulfill the IB concentration and the Globalization and Technology supporting area; it may be used to fulfill the requirements in only one area.

All Courses in this catalog section are 3 credit hours

Accounting

12 hours (Students must earn a grade of "C" or higher in all courses used to fulfill the supporting area. **Students must have a minimum cumulative SLU GPA of 2.7 to enroll in 300 or 400 level accounting courses.**)

Required:

ACCT 311 Financial Reporting I

And three courses selected from the following:

ACCT 322 Cost Management
ACCT 411 Financial Reporting II

ACCT 416 International Financial Reporting Standards
ACCT 425 Accounting Information Systems
ACCT 430 Federal Income Tax I

Economics

12 hours

Required:

ECON 301 Introduction to Econometrics

And three courses selected from the following:

ECON 379 Economies of Latin America
ECON 408 Industrial Organization and Public Policy
ECON 412 Law and Economics
ECON 416 History of Economic Analysis
ECON 420 Money and Banking
ECON 430 International Trade
ECON 431 Exchange Rates and the Global Economy
ECON 440 Labor Economics
ECON 445 Economics of International Migration
ECON 450 Sports Economics
ECON 456 Economic Development
ECON 460 Public Finance
ECON 470 Health Economics
ECON 477 Advanced Econometrics
ECON 493 Special Topics in Economics

Entrepreneurship

12 hours

Required: Three courses selected from the following*:

MGT 319 Social Entrepreneurship*
MGT 320 Managing Ideas in Entrepreneurial Firms*
MGT 321 Managing Resources in Entrepreneurial Firms
MGT 421 Business Plan Development

And one course selected from the following:

MGT 310 Management of Human Resources
MGT 312 Organization Behavior
MGT 330 Negotiations and Conflict Resolution
MGT 405 Fundamentals of Leadership
MGT 408 Organizational Failure, Change and Transformation
MGT 415 Current Problems in Management
MGT 422 Introduction to Family Business
MGT 480 Management Internship

* Students **cannot** take both MGT 319 and MGT 320.

Finance

12 hours

Required:

FIN	333	Fixed Income Securities and Markets
FIN	363	Equity Securities and Markets
FIN	423	Financial Management
FIN	465	Derivative Securities and Markets

Globalization and Technology

12 hours

Required:

ITM	360	Global Information Management
		OR ITM 380 Project Management
IB	314	International e-Business

And one course selected from the following:

IB	310	Geopolitics of World Business
IB	412	International Business Strategies
Or other IB course approved by International Business Department Chair		

And one course selected from the following:

ITM	345	Web Site Design and Development
Or other ITM course approved by OPM/ITM Department Chair		

Human Resource Management

12 hours

Required:

MGT	310	Management of Human Resources
MGT	411	Talent Management
MGT	413	Compensation

And one course selected from the following:

MGT	312	Organization Behavior
MGT	330	Negotiations and Conflict Resolution
MGT	405	Fundamentals of Leadership
MGT	408	Organizational Failure, Change and Transformation
MGT	415	Current Problems in Management
MGT	480	Management Internship
PSY	447	Small Group Behavior
CMM	421	Organizational Culture*

*MGT 300 must be completed prior to taking CMM 421.

Information Technology Management

12 hours

Required:

Four courses selected from the following:

ITM	250	Spreadsheet and Database Productivity
ITM	310	Program Development Techniques
ITM	320	Object-Oriented Programming
ITM	330	Database Management Systems
ITM	345	Web Site Design and Development
ITM	350	Information Security Management

ITM	360	Global Information Management
ITM	370	Business Analytics
ITM	380	Project Management
ITM	410	Systems Analysis and Design
ITM	435	Data Communications & Networking
ITM	450	Web-based Applications & Architectures
ITM	460	Business Process Implementation with ERP/SAP
ITM	480	ITM Internship
ITM	490	Enterprise Systems Practicum
ACCT	425	Accounting Information Systems*

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 425 may be used in either the Accounting area or the ITM area, but not both.

International Business

12 Hours

Required:

Four courses selected from the following:

IB	302	Latin American Business
IB	304	Asian Business
IB	310	Geopolitics of World Business
IB	314	International e-Business
IB	315	Middle Eastern Business
IB	316	Cultural Differences in International Business
IB	412	International Business Strategies
IB	480	International Business Internship
IB	493	Special Topics in International Business
IB	496	Global Immersion in International Business (Various immersion locations; only one may be used to satisfy supporting area requirements)

Leadership and Change Management

12 hours

Required:

MGT	310	Management of Human Resources
MGT	312	Organization Behavior

And two courses selected from the following*:

MGT	319	Social Entrepreneurship*
MGT	320	Managing Ideas in Entrepreneurial Firms*
MGT	330	Negotiations and Conflict Resolution
MGT	405	Fundamentals of Leadership
MGT	408	Organizational Failure, Change and Transformation
MGT	415	Current Problems in Management
MGT	428	Legal Environment of Business II

* Students **cannot** take both MGT 319 and MGT 320.

Marketing

12 hours

Required:

Four courses selected from the following:

MKT	330	Marketing Channels and Distribution Systems
MKT	340	Integrated Marketing Communications
MKT	350	Sports Marketing
MKT	360	Marketing Research
MKT	430	Retail Management
MKT	440	Consumer Behavior
MKT	444	Personal Selling
MKT	445	Sales Management
MKT	455	International Marketing
MKT	460	Brand Management
MKT	465	Marketing Analytics

Sports Business

12 hours

Required:

MGT	307	Introduction to Sports Management
MGT	430	Integrated Sports Business Planning

And two courses selected from the following:

ECON	450	Sports Economics
ITM	380	Project Management
MGT	330	Negotiations and Conflict Resolution
MGT	424	Legal Issues in Sport and Entertainment
MGT	425	Intercollegiate Athletics Management
MKT	350	Sports Marketing
SPBZ	480	Sports Business Internship
CMM	390	Sport Communication

Supply Chain Management

12 hours

Required:

OPM	644*	Global Supply Chain Management
OPM	646*	Global Logistics Management

And two courses selected from the following:**

ITM	330	Database Management
ITM	360	Global Information Management
ITM	370	Business Analytics
ITM	380	Project Management
ITM	460	Business Process Implementation with ERP/SAP

*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.

Co-curricular Programs for Business Majors

Service Leadership Program

<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 provides students in the John Cook School of Business the opportunity to develop and hone their leadership skills while serving the St. Louis Community. By volunteering at service sites such as Big Brothers/Big Sisters, Cardinal Glennon Children's Hospital, Campus Kitchen, or one of the many other sites that are available, students will practice critical thinking, decision making, effective communication, and team building. These are some of the skills that will help students become more effective business leaders.

The Service Leadership Program requires that students complete:

- 15 credit hours of specified coursework
- 300 hours of community service
- 24 leadership workshops

The required 15 hours of coursework can be fulfilled through normal business degree requirements. Courses may be selected from an array of disciplines including African American Studies, Communication, History, Philosophy, Psychology, Public Policy, Social Work, Sociology, and Theology.

There are numerous, exciting opportunities for Service Leaders to complete their 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, 10 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 24 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.

Sustainable Business Practices Track within Service Leadership Program

<http://slu.edu/x49886.xml>

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, 24 leadership workshops, and 15 hours of coursework. However, from the above listed requirements, the Sustainable Business Practices track diverges in the following ways :

Coursework

Of the 15 hours of course work 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). 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.

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 24 leadership workshops that the Service Leadership Program dictates. However, of the 24 workshops, 6 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.

Minors for Non-Business Majors

<http://www.slu.edu/business/undergraduate-business-programs/minors>

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

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.

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

Required:

Ten courses (30 credit hours) taken as follows:

ACCT	220	Financial Accounting
ACCT	222	Managerial Accounting
ECON	190	Principles of Economics
FIN	301	Principles of Finance
ITM	200/201	Introduction to Information Technology Management/Introduction to Enterprise Systems & ITM
MGT	300	Management Theory and Practice
MKT	300	Introduction to Marketing Management
OPM	207	Introductory Business Statistics

And two courses selected from the following*:

ECON	312	Intermediate Macroeconomics
ECON	314	Intermediate Microeconomics
IB	200	Introduction to International Business
MGT	218	Legal Environment of Business I
OPM	305	Introduction to Management Sciences and Operations Management

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

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.

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

Required:

Six courses (18 credit hours) taken as follows:

MGT	218	Legal Environment of Business I
MGT	300	Management Theory and Practice
MGT	310	Management of Human Resources
MGT	411	Talent Management
MGT	413	Compensation

And one course selected from the following:

MGT	312	Organization Behavior
MGT	330	Negotiations and Conflict Resolution
MGT	405	Fundamentals of Leadership

MGT	408	Organizational Failure, Change and Transformation
MGT	415	Current Problems in Management

Minor in Information Technology Management

The Minor in ITM 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 university 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 will require substitution of an additional ITM course.

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

Required:

Five courses (15 credit hours) taken as follows:

ITM	200/201	Introduction to Information Technology Management/Introduction to Enterprise Systems & ITM
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And four courses selected from the following:

ITM	250	Spreadsheet and Database Productivity
ITM	310	Program Development Techniques
ITM	320	Object-Oriented Programming
ITM	330	Database Management Systems
ITM	345	Web Site Design and Development
ITM	350	Information Security Management
ITM	360	Global Information Management
ITM	370	Business Analytics
ITM	380	Project Management
ITM	410	Systems Analysis and Design
ITM	435	Data Communications & Networking
ITM	450	Web-based Applications and Architectures
ITM	460	Business Process Implementation with ERP/SAP
ITM	490	Enterprise Systems Practicum

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 minor in IB 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 and North Africa, and Africa.

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

Required:

Six courses (18 credit hours) taken as follows:

ECON	190	Principles of Economics*
IB	200	Introduction to International Business
IB	310	Geopolitics of World Business
IB	316	Cultural Differences in International Business

And two courses selected from the following:

IB	302	Latin American Business
IB	304	Asian Business
IB	314	International e-Business
IB	315	Middle Eastern Business

*Also fulfills 3 hours of social/behavioral science core requirement in the College of Arts & Sciences.

Minor in Marketing

The John Cook School of Business allows non-business school majors 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 two additional areas including retail, sales, and marketing research.

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

Required:

Six courses (18 credit hours) taken as follows:

ECON	190	Principles of Economics*
MKT	300	Introduction to Marketing Management
MKT	340	Integrated Marketing Communications
MKT	440	Consumer Behavior

And two courses selected from the following:

MKT	350	Sports Marketing
MKT	360	Marketing Research**
MKT	430	Retail Management
MKT	444	Personal Selling
MKT	445	Sales Management
MKT	455	International Marketing
MKT	460	Brand Management
MKT	465	Marketing Analytics

*Also fulfills 3 hours of social/behavioral science core requirement in the College of Arts & Sciences.

**Requires prerequisite of OPM 207 (Introductory Business Statistics)

Minor in Sports Business

The Minor in Sports Business 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 and real-time projects highlight this very dynamic and specialized program. The minor helps prepare students for possible careers in sports business.

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

Required:

Minimum of Five courses (15 credit hours) and up to Nine courses (depending on electives selected) taken as follows:

MGT	300	Management Theory and Practice
MGT	307	Introduction to Sports Management
MGT	430	Integrated Sports Business Planning

And two courses selected from the following (all prerequisites must be taken)

ECON	450	Sports Economics (prereq: MATH 132, ECON 314, OPM 207)
ITM	380	Project Management (prereq: ITM 200/201)
MGT	330	Negotiations and Conflict Resolution (prereq: MGT 300)
MGT	424	Legal Issues in Sport and Entertainment (prereq: MGT 218)
MGT	425	Intercollegiate Athletics Management (prereq: MGT 300)
MKT	350	Sports Marketing (prereq: ECON 190 and MKT 300)