School of Business

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.) degree 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.

Undergraduate Degree Offered

The school’s undergraduate degree program offers a Bachelor of Science in Business Administration (B.S.B.A.) degree 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
Human Resource Management
Information Technology Management
International Business
Leadership and Change Management
Marketing

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
Supply Chain Management

Certificates for Business Majors
The school offers a Service Leadership Certificate program for business majors. Detailed information about this program can be found on the following pages.
Certificates 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 certificate programs (detailed information can be found on the following pages):

- Business Administration
- Human Resource Management (for Psychology majors)
- Information Technology Management
- Marketing (for Communication majors)

Special Programs
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 regarding the program 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 regarding the program can be found on the following pages.

Service Leadership Certificate Program
Through the nationally recognized (The Templeton Guide: Colleges that Encourage Character Development) Service Leadership Certificate program, students have the opportunity to bridge Ignatian philosophy with academic learning, personal experiences, and reflection. Detailed information regarding the program can be found on the following pages.

Study Abroad
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. To enhance their education and to learn about other cultures, business students are encouraged to take advantage of one of the many study abroad opportunities. The school offers a variety of opportunities to study outside of the U.S., including the option to complete an International Business concentration at our Madrid campus. In addition to the SLU campus in Madrid, programs of study are offered in multiple locations around the world including, but not limited to, Australia, Belgium, China, Denmark, Ecuador, El Salvador, France, Germany, Ireland, Mexico, and Sweden.

Once a potential study abroad site has been selected, a business school academic advisor will evaluate the courses to determine if there are any Saint Louis University equivalents. For students attending a formalized SLU Study Abroad program, 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 better will transfer; however, the grade will NOT be included in the student’s SLU GPA.

Due to the requirement that the last 30 hours be completed in residence at the St. Louis campus, students should plan to study abroad in their sophomore year or early in their junior year; however, there is an exception to this residency requirement for students selecting the option of pursuing a concentration in International Business at the Madrid campus.

For more information about the Internship program, go to http://business.slu.edu/careers_internships.
For information about study abroad programs and for application materials to study abroad, contact the Department of International Business at http://business.slu.edu/depts/International_Business/StudyAbroad

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 to the accounting program is 2.5 and 2.0 for admission to all other business school programs. 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 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 better 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.

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/No Pass Option
The Cook School of Business does NOT allow the pass/no pass option to ANY undergraduate student enrolled in business courses. In addition, business students may NOT take ANY course on a pass/no pass basis if the course is used to fulfill degree requirements.

Repeating Courses
Students may not register to repeat a course in which a grade higher than “C-” has been earned. All grades earned in a repeated course will be included in the cumulative grade point average; however, if a course is taken twice with passing grades, the credit cannot be counted twice for graduation.

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: 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 2.5 cumulative GPA in all SLU coursework and earn grades of “C” or better 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 concentration 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, 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 (43 credit hours), which includes studies in multiple business disciplines: accounting, decision sciences, economics, finance, information technology management, international business, management, and marketing.

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, human resource management, information technology management, international business (also requires 12 credit hours of foreign language), leadership and change management, and marketing.
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. International Finance may be used to satisfy a finance concentration requirement or an international business concentration requirement, but not both.

Business majors may also elect to pursue certificates, 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:

**Business Common Body of Knowledge (CBK)**
**Requirements: 43 Hours**
- ACCT-220 Financial Accounting 3
- ACCT-222 Managerial Accounting 3
- BIZ-100 Business Foundations 1
- DSCI-207 Introductory Business Statistics 3
- DSCI-305 Introduction to Management Sciences and Production Systems 3
- ECON-190 Principles of Economics 3
- ECON-312 Intermediate Macroeconomics 3
- ECON-314 Intermediate Microeconomics 3
- FIN-301 Principles of Finance 3
- IB-200 Introduction to International Business 3
- ITM-200 Introduction to Information Technology Management 3
- MGT-218 Legal Environment of Business I 3
- MGT-300 Management Theory and Practice 3
- MGT-400 Strategic Management and Policy 3
- MKT-300 Introduction to Marketing Management 3

**Arts & Sciences Core Requirements: 48 hours**
- ENGL-190 Strategies of Rhetoric and Research 3
- ENGL-202, 220, 230, 240, or Foreign Language Literature 3
- ENGL-400 (strongly recommended), Eng. Literature or Fine Arts 3
- CMM-120 Introduction to Public Speaking 3
- HIST-111 or 112 Origins of the Modern World 3
- PSY-101 General Psychology 3
- Two additional courses selected from: African American Studies, American Studies, History, Political Science, Psychology, Sociology, or Women’s Studies 6
- MATH-120 College Algebra 3
- MATH-132 Survey of Calculus 3
- One Natural Science course 3
- One additional Math or Natural Science course 3
- PHIL-105 Introduction to Philosophy 3
- PHIL-205 Ethics 3
- THEO-100 Theological Foundations 3
- THEO-2XX Theology course 3

**Area Of Business Concentration** 15-18 Hrs

**Electives In Business Or Other Areas** 11-14 Hrs

**Total Hours Required for Degree:** 120 Hrs

* 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.

*** MATH 142 (Calculus 1) or higher level calculus course may be substituted.

**Area of Business Concentration**
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. International Finance may be used in either the Finance concentration or the International Business concentration but not both.

**Electives**
Electives may be selected from any area of study within the University, giving the student the opportunity to diversify his/her background.
**Course of Study (The following is ONE possible sequence of courses to complete the business degree.):**

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
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<tbody>
<tr>
<td><strong>FRESHMAN</strong></td>
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<td>Core: ENGL-190 3</td>
<td>ITM-200 3</td>
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<td>Core: PSY-101 3</td>
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<td>Core: MATH-120 3</td>
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<td>Core: HIST-111/112 3</td>
<td>Core: CMM-120 3</td>
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<td>Core: Natural Science 3</td>
<td>Core: MATH-132 3</td>
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<td>IB-200 3</td>
<td>ACCT-222 3</td>
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<td>ACCT-220 3</td>
<td>ECON-312/314 3</td>
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<td>DSCI-207 3</td>
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<td>Core: PHIL 105 3</td>
<td>Core: PHIL-205 3</td>
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<td>Core: MATH or Natural Science 3</td>
<td>Core: Social Science* 3</td>
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<td>ECON-312/314 3</td>
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<td>FIN-301 3</td>
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<td>MGT-300 3</td>
<td>DSCI-305 3</td>
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<td>MKT-300 3</td>
<td>Core: ENGL-202, 220, 230 or 240  3</td>
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<td>Core: ENGL-400, Eng. Lit or Fine Arts</td>
<td>Core: THEO-2XX 3</td>
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<td><strong>SENIOR</strong></td>
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<td>MGT-400 3</td>
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<tr>
<td>Core: Social Science 3</td>
<td>Elective 3</td>
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Total Hours Required for BSBA Degree: 120

* Course selected from: African American Studies, American Studies, History, Political Science, Psychology, Sociology, or Women’s Studies
Areas of Concentration for Business Majors

Accounting
http://business.slu.edu/depts/Accounting

Ananth Seetharaman, Ph.D., Chair

Faculty:
Debbie Barbeau, M.Acc, C.P.A.
Denise Guithues-Amrhein, Ph.D., C.P.A.
John P. Keithley, Ph.D., C.P.A.
John N. Kissinger, Ph.D., 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 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 Aptitude 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 1320 (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 the freshman year and at least a 3.6 cumulative GPA at the end of the sophomore year and thereafter.
-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.

For admission into this program, a student’s overall GPA and GMAT (Graduate Management Aptitude 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. 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 better; (b) an upper level accounting class taken at SLU with a grade of “B” or better.

The Department of Accounting offers the Bachelor of Science in Business Administration degree with a concentration in accounting.
Accounting (B.S.B.A.)

Required:
Eighteen (18) 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 better in all accounting courses used to fulfill concentration requirements and an overall minimum SLU GPA of 2.50.

15 hours 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

3 hours selected from the following:
ACCT-412 Financial Reporting III
ACCT-432 Federal Income Tax II
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
http://business.slu.edu/depts/Economics

Muhammad Q. Islam, Ph.D., Chair

Faculty:
Heather L. Bednarek, Ph.D.
Lisa Gladson, M.A.
Muhammad Q. Islam, Ph.D.
Douglas W. Marcouiller, S.J., Ph.D.
Hailong Qian, Ph.D.
David E. Rapach, Ph.D.
Jack K. Strauss, 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—see College of Arts & Sciences for details).

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.

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

Economics (B.S.B.A.)

Required:
Fifteen (15) hours in addition to ECON-190, ECON-312, and ECON-314, which are taken as business CBK requirements.

15 hours selected from the following:
ECON-379 Economies of Latin America
ECON-408 Industrial Organization and Public Policy
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-456 Economic Development
ECON-460 Public Finance
ECON-477 Introduction to Econometrics
ECON-493 Special Topics in Economics
PHIL-485 Game Theory
PPS-410 Introduction to Urban Economics
Finance
http://business.slu.edu/depts/Finance

Brian L. Betker, Ph.D., Chair

Faculty:
Michael J. Alderson, Ph.D.
Naresh Bansal, Ph.D.
Brian L. Betker, Ph.D.
Bidisha Chakrabarty, Ph.D.
Thomas W. Miller, Jr., Ph.D.
Ali Reza Nassir, Ph.D.
Neil E. Seitz, Ph.D.
Frederick C. Yeager, Ph.D.

Finance is the study of financial markets, financial institutions, the valuation of financial assets, and the allocation of assets to achieve desired financial goals. As every activity of society requires capital, the field of finance is involved in all aspects of economic endeavor. Finance professionals provide and manage resources for investment, growth and expansion. The field of finance is important to all individuals whether they work in a financial setting or for personal saving and investment programs.

Finance students should also take additional courses in accounting. Although Accounting 220 and 222 are required of all business majors, many employers look favorably upon additional accounting courses. In addition, the CFA level 1 exam requires knowledge of accounting that goes beyond the two core courses. The Department of Finance 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. (See below for requirements.)

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

Finance (B.S.B.A.)

Required:
Eighteen (18) 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.

12 hours 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

6 hours selected from the following:
FIN-314 Insurance
FIN-316 Real Estate
FIN-425 International Financial Management
FIN-433 Financial Analysis and Modeling
FIN-453 Advanced Financial Management
FIN-463 Applied Portfolio Management
FIN-473 Commercial Banking
FIN-480 Finance Internship

OPTIONAL FINANCIAL ANALYSIS TRACK (30 hours)

Required:
24 hours 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
FIN-465 Derivative Securities and Markets
ACCT-311 Financial Reporting I
ACCT-411 Financial Reporting II

6 hours selected from the following:
FIN-316 Real Estate
FIN-425 International Finance
FIN-453 Advanced Financial Management
FIN-473 Commercial Banking
FIN-480 Financial Analyst Internship
ACCT-412 Financial Reporting III
ACCT-430 Federal Income Tax I
ACCT-432 Federal Income Tax II
ACCT-619 Financial Statement Analysis

Information Technology Management (ITM)
http://business.slu.edu/depts/DS_MIS

Craig R. Van Slyke, Ph.D., Chair

Faculty:
Mark E. Ferris, Ph.D.
Kelly Guillemis, M.B.A.
Donald E. Hardaway, Ph.D.
Xiaorai Hu, Ph.D.
NoKyoon Kwak, Ph.D.
Ik-Whan Kwon, Ph.D.
Cynthia M. LeRouge, 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 Department of Decision Sciences and Information Technology Management offers the Bachelor of Science in Business Administration degree with a concentration in information technology management.

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

Required:
Eighteen (18) hours in addition to ITM-200, which is taken as a business CBK requirement.

9 hours as follows:
- ITM-310 Program Development Techniques
- ITM-330 Database Management Systems
- ITM-410 Systems Analysis and Design

9 hours 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 and Modeling
- ITM-380 Project Management
- ITM-435 Data Communications & Networking
- ITM-450 Web-based Applications and Architectures
- ITM-480 ITM Internship

International Business
http://business.slu.edu/depts/International_Business

Seung H. Kim, Ph.D., Chair

Faculty:
Hadi S. Alhorr, Ph.D.
Seung H. Kim, Ph.D.
John Loughlin, Ph.D.
Candace A. Martinez, 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, economics, politics, pace of life and social structures affect global commerce.

Students with a concentration in international business are strongly encouraged to study abroad. One opportunity that greatly benefits students is a two-week study-abroad course the department offers between the fall and spring semesters at the City of Knowledge Campus in Panama. International Business students also have the option to study at the University’s Madrid campus. In addition to these programs, there are many other study abroad opportunities, including but not limited to: Peking University in Beijing, China; ESSCA in Angers, France; University of Lyon in France; University of Antwerp in Belgium; City University of Hong Kong; Sogang University in Seoul, Korea; Jonkoping International Business School in Sweden; Georg-Simon-Ohm School in Nurnberg, Germany. (See Study Abroad section for more detail.)

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

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

Required:
Fifteen (15) hours of international business courses in addition to IB-200, which is taken as a Business CBK requirement, and twelve (12) foreign language credit hours*. At least nine (9)
and up to fifteen (15) hours of international business courses are to be taken within the Department of International Business. Students may take up to six (6) of the fifteen (15) hours from internationally focused courses offered by other departments within the business school.

At least nine (9) and up to fifteen (15) hours selected from the following:
- IB-302 Latin American Business
- IB-304 Asian Business
- IB-310 Geopolitics of World Business
- IB-312 International Business Strategies
- IB-314 International e-Business
- IB-480 International Business Internship
- IB-493 Special Topics in International Business
- IB-496 Study Abroad Session—Various Locations** (Two-week course)

Up to six (6) of the fifteen (15) hours may be selected from the following:
- DSCI-360 Introduction to Global Supply Chain Management
- ECON-379 Economies of Latin America
- ECON-416 History of Economic Analysis
- ECON-430 International Trade
- ECON-431 Exchange Rates and the Global Economy
- ECON-445 Economics of International Migration
- ECON-456 Economic Development
- FIN-425 International Financial Management
- ITM-360 Global Information Management
- MKT-455 International Marketing

* Students may test out of up to six (6) hours of foreign language.
** Only one may be used to satisfy IB concentration requirements.

Management
http://business.slu.edu/depts/Management

Philipp A. Stoeberl, Ph.D., Interim Chair

Faculty:
- Laurel Boone, J.D.
- Ellen F. Harshman, Ph.D., J.D.
- David M. Kaplan, Ph.D.
- Jerome A. Katz, 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.
- 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.

The Department of Management offers the Bachelor of Science in Business Administration degree with concentrations in leadership and change management, entrepreneurship, and human resource management. Each concentration requires management coursework in addition to the business CBK requirements. The specific requirements for each concentration are listed below.

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

Required:
Eighteen (18) hours in addition to MGT-218, MGT-300 and MGT-400, which are taken as business CBK requirements.

6 hours as follows:
- MGT-310 Management of Human Resources
- MGT-312 Organization Behavior

6 hours of concentration electives selected from the following:
- MGT-405 Fundamentals of Leadership
- MGT-408 Organizational Failure, Change & Transformation
- MGT-415 Current Problems in Management

6 hours of breadth electives selected from the following:
- MGT-320 Managing Ideas in Entrepreneurial Firms
- MGT-414 Training and Development
- MGT-418 Employment Law: Concepts and Applications
- 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*  
CMM-422  Conflict Mediation / Negotiation / Bargaining*  
MGT-405, MGT-408, MGT-415 (if not taken to satisfy concentration elective)  

* MGT-300 must be completed prior to taking CMM-421 or CMM-422.

Entrepreneurship (B.S.B.A.)

Required:  
Eighteen (18) hours in addition to MGT-218, MGT-300 and MGT-400, which are taken as business CBK requirements.

9 hours as follows:  
MGT-320  Managing Ideas in Entrepreneurial Firms  
MGT-321  Managing Resources in Entrepreneurial Firms  
MGT-421  Business Plan Development

6 hours of concentration electives selected from the following:  
MGT-310  Management of Human Resources  
MGT-312  Organization Behavior  
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

6 hours of breadth electives selected from the following:  
FIN 316  Real Estate  
MKT-340  Integrated Marketing Communications  
MKT-360  Marketing Research  
MKT-444  Personal Selling

Human Resource Management (B.S.B.A.)

Required:  
Eighteen (18) hours in addition to MGT-218, MGT-300 and MGT-400, which are taken as business CBK requirements.

6 hours as follows:  
MGT-310  Management of Human Resources  
MGT-312  Organization Behavior  

6 hours of concentration electives selected from the following:  
MGT-411  Employment, Placement and Personnel Planning  
MGT-413  Compensation  
MGT-414  Training and Development

6 hours of breadth electives selected from the following:  
MGT-408  Organizational Failure, Change & Transformation  
MGT-415  Current Problems in Management  
MGT-418  Employment Law: Concepts and Applications  
MGT-480  Management Internship  
CMM-422  Conflict Mediation / Negotiation / Bargaining*  
MGT-411, MGT-413, MGT-414 (if not taken to satisfy concentration elective)

* MGT-300 must be completed prior to taking CMM-422.

Marketing

http://business.slu.edu/depts/Marketing

Brian D. Till, Ph.D., Chair

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.  
Stephen W. Miller, D.B.A.  
Arun J.A. Pereira, Ph.D.  
Brian D. Till, Ph.D.

Marketing includes almost everything that happens to a brand from the time the idea is conceived to the final sale and customer satisfaction after the sale. 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.

The Department of Marketing offers the Bachelor of Science in Business Administration degree with a concentration in marketing.
Marketing (B.S.B.A.)

Required:
Eighteen (18) hours in addition to MKT-300, which is taken as a business CBK requirement.

9 hours as follows:
- MKT-360 Marketing Research
- MKT-465 Marketing Decision Models
- MKT-490 Marketing Policy

9 hours selected from the following:*
- MKT-330 Marketing Channels and Distribution Systems
- MKT-340 Integrated Marketing Communications
- MKT-430 Retail Management
- MKT-440 Buyer Behavior
- 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
- MKT-340 Integrated Marketing Communications
- MKT-440 Buyer Behavior
- MKT-455 International Marketing
- MKT-460 Brand Management
- MKT-480 Marketing Internship

Marketing Communications
- MKT-340 Integrated Marketing Communications
- MKT-440 Buyer Behavior
- MKT-444 Personal Selling
- MKT-460 Brand Management
- MKT-480 Marketing Internship

Personal Selling & Sales Management
- MKT-340 Integrated Marketing Communications
- MKT-440 Buyer Behavior
- MKT-444 Personal Selling
- MKT-445 Sales Management
- MKT-480 Marketing Internship

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.

Accounting
12 hours (Students must earn a grade of “C” or better in all courses used to fulfill the supporting area.)
- ACCT-311 Financial Reporting I

And any three (3) of the following courses:
- ACCT-322 Cost Management
- ACCT-411 Financial Reporting II
- ACCT-412 Financial Reporting III
- ACCT-425 Accounting Information Systems
- ACCT-430 Federal Income Tax I
- ACCT-432 Federal Income Tax II

Economics
9 hours
- Any nine (9) hours of Economics (excluding ECON-480) beyond ECON-190, ECON-312 and ECON-314.

Entrepreneurship
12 hours
- MGT-320 Managing Ideas in Entrepreneurial Firms
- MGT-321 Managing Resources in Entrepreneurial Firms
- MGT-421 Business Plan Development

And one (1) of the following courses:
- MGT-310 Management of Human Resources
- 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

Finance
12 hours
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
ITM-360  Global Information Management
IB-314  International e-Business

And one (1) of the following courses:
IB 310  Geopolitics of World Business
IB-312  International Business Strategies
Or other IB course approved by International Business Department Chair

And one (1) of the following courses:
ITM-345  Web Site Design and Development
Or other ITM course approved by DSC/ITM Department Chair

Human Resource Management
12 hours
MGT-310  Management of Human Resources
MGT-312  Organization Behavior

And any two (2) of the following courses:
MGT-411  Employment, Placement and Personnel Planning
MGT-413  Compensation
MGT-414  Training and Development
MGT-418  Employment Law: Concepts and Applications

Information Technology Management
12 hours
Any four (4) of the following courses:
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 and Modeling
ITM-380  Project Management
ITM-410  Systems Analysis and Design
ITM-435  Data Communications & Networking
ITM-450  Web-based Applications and Architectures
ITM-480  ITM Internship

International Business
12 Hours
At least nine (9) and up to twelve (12) hours of international business courses are to be taken within the Department of International Business. Students may take up to three (3) of the twelve (12) hours from internationally focused courses offered by other departments within the business school.

At least nine (9) and up to twelve (12) hours selected from the following:
IB-302  Latin American Business
IB-304  Asian Business
IB-310  Geopolitics of World Business
IB-312  International Business Strategies
IB-314  International e-Business
IB-480  International Business Internship
IB-493  Special Topics in International Business
IB-496  Study Abroad Session—Various locations (only one may be used to satisfy supporting area requirements)

Up to three (3) of the twelve (12) hours may be selected from the following:
DSCI-360  Introduction to Global Supply Chain Management
ECON-379  Economies of Latin America
ECON-416  History of Economic Analysis
ECON-430  International Trade
ECON-431  Exchange Rates and the Global Economy
ECON-445  Economics of International Migration
ECON-456  Economic Development
FIN-425  International Financial Management
ITM-360  Global Information Management
MKT-455  International Marketing
Leadership and Change Management
12 hours

MGT-310 Management of Human Resources
MGT-312 Organization Behavior

And any two (2) of the following courses:
MGT-320 Managing Ideas in Entrepreneurial Firms
MGT-405 Fundamentals of Leadership
MGT-408 Organizational Failure, Change & Transformation
MGT-415 Current Problems in Management
MGT-428 Legal Environment of Business II

Marketing
12 hours

Any four (4) of the following courses:
MKT-330 Marketing Channels and Distribution Systems
MKT-340 Integrated Marketing Communications
MKT-360 Marketing Research
MKT-430 Retail Management
MKT-440 Buyer Behavior
MKT-444 Personal Selling
MKT-445 Sales Management
MKT-455 International Marketing
MKT-460 Brand Management
MKT-465 Marketing Decision Models

Supply Chain Management
12 hours

DSCI-360 Introduction to Global Supply Chain Management
DSCI-370 Global Logistics Management

And Two (2) of the following courses*:
ITM-330 Database Management
ITM-360 Global Information Management
ITM-380 Project Management
ITM-450 Web-based Applications & Architectures

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

Certificate Program for Business Majors

Service Leadership Certificate 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 Certificate 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 future business leaders.

To earn the Service Leadership Certificate, students must 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 Certificate 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.

Certificate Programs for Non-Business Majors

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

Certificate 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 Certificate in Business Administration. Students in some traditional degree programs outside the School of Business complete 30 hours of specified business coursework for this certificate.

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

Thirty (30) hours taken as follows:

Required Courses:
- ACCT-220 Financial Accounting 3
- ACCT-222 Managerial Accounting 3
- DSCI-207 Introductory Business Statistics 3
- ECON-190 Principles of Economics 3
- FIN-301 Principles of Finance 3
- ITM-200 Introduction to Information Technology Management 3
- MGT-300 Management Theory and Practice 3
- MKT-300 Introduction to Marketing Management 3

Total Required Hours 24

Elective Courses:
Two (2) courses selected from the following:
- DSCI-305 Introduction to Management Sciences and Production Systems 3
- ECON-312 Intermediate Macroeconomics 3
- ECON-314 Intermediate Microeconomics 3
- IB-200 Introduction to International Business 3
- MGT-218 Legal Environment of Business I 3

Total Elective Hours 6

Total Hours Required for Certificate 30

Certificate in Human Resource Management

(Available ONLY to Psychology Majors)

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 Certificate in Human Resource Management is designed to provide the student with technical skills and human relations knowledge to complement a degree in psychology.

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

Eighteen (18) hours as follows:

Required Courses:
- MGT-218 Legal Environment of Business I 3
- MGT-300 Management Theory and Practice 3
- MGT-310 Management of Human Resources 3

Total Required Hours 9

Elective courses:
Two (2) courses selected from the following:
- MGT-411 Employment, Placement & Personnel Planning 3
- MGT-413 Compensation 3
- MGT-414 Training & Development 3

One (1) course selected from the following:
- MGT-408 Organizational Failure, Change and Transformation 3
- MGT-415 Current Problems in Management 3
- MGT-418 Employment Law: Concepts and Applications 3
- MGT-411, MGT-413, or MGT 414 (if not taken as other elective above) 3

Total Elective Hours 9
Certificate in Information Technology Management

The Certificate 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 certificate 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 certificate coursework.

Fifteen (15) hours taken as follows:
Required Course:
ITM-200 Introduction to Information Technology Management 3

Elective Courses:
Four (4) courses selected from the following:
ITM-250 Spreadsheet and Database 3
ITM-310 Program Development Techniques 3
ITM-320 Object-Oriented Programming 3
ITM-330 Database Management Systems 3
ITM-345 Web Site Design and Development 3
ITM-350 Information Security Management 3
ITM-360 Global Information Management 3
ITM-370 Business Analytics and Modeling 3
ITM-380 Project Management 3
ITM-410 Systems Analysis and Design 3
ITM-435 Data Communications and Networking 3
ITM-450 Web-based Applications and Architectures 3

Total Elective Hours 12

Total Hours Required for Certificate 15

Certificate in Marketing
(Available ONLY to Communication Majors)

The John Cook School of Business allows declared communication majors, who are taking coursework in advertising and public relations, to earn a Certificate in Marketing. Completion of the certificate 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 certificate coursework.

Eighteen (18) hours taken as follows:
Required Courses:
ECON-190 Principles of Economics* 3
MKT-300 Introduction to Marketing Management 3
MKT-340 Integrated Marketing Communications 3
MKT-440 Buyer Behavior 3

Total Required Hours 12

Elective Courses:
Two (2) courses selected from the following:
MKT-360 Marketing Research** 3
MKT-430 Retail Management 3
MKT-444 Personal Selling 3
MKT-445 Sales Management 3
MKT-455 International Marketing 3
MKT-460 Brand Management 3
MKT-465 Marketing Decision Models 3

Total Elective Hours 6

Total Hours Required for Certificate 18

* Also fulfills 3 hours of social/behavioral science core requirement in the College of Arts & Sciences.
** Requires prerequisite of DSCI-207, Introductory Business Statistics