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 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.

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 150 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. See the ITM website for more information.

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 Decision Models 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, which gives students an advantage when seeking employment after graduation.

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. In addition, with the school’s ideal urban setting for students studying business, students have the ability to participate in an internship while continuing to attend classes.

For more information about the Internship program, 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. Detailed information regarding the program can be found on the following pages.

Sustainable Business Practices Program

Through the Sustainable Business Practices Program, students have the opportunity to understand how firms can achieve economic sustainability while also pursuing environmental and social sustainability. 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, France, Germany, Hong Kong, Ireland, Korea, Mexico, Panama, 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 higher 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 information about study abroad programs and for application materials to study abroad, contact the Department of International Business at http://www.slu.edu/business/undergraduate-business-programs/unique-educational-opportunities/study-abroad

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.

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 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/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 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 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, 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. International Marketing may be used to satisfy a Marketing concentration requirement or an International 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**

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

**Arts and Sciences Core Requirements: 48 hours**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 190</td>
<td>Strategies of Rhetoric &amp; Research</td>
</tr>
<tr>
<td>ENGL 202, 220, 230, 240, or Foreign Language Literature</td>
<td></td>
</tr>
<tr>
<td>ENGL 400</td>
<td>(strongly recommended),Eng. Literature, or Fine Arts **</td>
</tr>
<tr>
<td>CMM 120</td>
<td>Introduction to Public Speaking</td>
</tr>
<tr>
<td>HIST 111 or 112</td>
<td>Origins of the Modern World</td>
</tr>
<tr>
<td>PSY 101</td>
<td>General Psychology</td>
</tr>
<tr>
<td>Two</td>
<td>additional courses selected from: African American Studies, American Studies, History, Political Science, Psychology, Sociology, or Women’s Studies</td>
</tr>
<tr>
<td>MATH 120</td>
<td>College Algebra***</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 132</td>
<td>Survey of Calculus****</td>
</tr>
<tr>
<td></td>
<td>One Natural Science course</td>
</tr>
<tr>
<td></td>
<td>One additional Math***** or Natural Science course</td>
</tr>
<tr>
<td>PHIL 105</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>PHIL 205</td>
<td>Ethics</td>
</tr>
<tr>
<td>THEO 100</td>
<td>Theological Foundations</td>
</tr>
<tr>
<td>THEO 2xx</td>
<td>Theology course</td>
</tr>
</tbody>
</table>

**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. International Marketing may be used in either the Marketing concentration or the International 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.
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 Aptitude Test) requirement for entry into the Master of Accounting program will be waived for SLU accounting undergraduates with a GPA of at least 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

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);
- Complete their admission.
- Application material to the Integrated Accounting Program to Management Aptitude Test), but must formally submit scholars will not be required to take the GMAT (Graduate Management Aptitude Test) requirement for entry to 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.

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. 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 (GMAT will be waived for SLU accounting undergraduates with a GPA of at least 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 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.

**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.
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.
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).

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.
Gregory Mayhew, M.S.
Alireza Nasseri, Ph.D.
Neil E. Seitz, 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. In addition to challenging careers in financial services fields, finance is important in managing any business enterprise and has applications in achieving personal financial goals.

Finance students should also 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 1 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 150 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 Commercial Banking
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 Guilliams, 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. See the ITM website for more information.

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.
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. 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*. At least nine and up to fifteen hours of international business courses are to be taken within the Department of International Business. Students may take up to six of the fifteen hours from internationally focused courses offered by other departments within the business school. (All courses are three credit hours.)

**At least three (3) and up to 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**

**Up to two of the five courses may be selected from the following***:

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

*** A course may not be used to fulfill requirements in two areas, i.e. ECON 379 may be used in either the International Business area or Economics area, but not both.

**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.
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 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)

*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 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

* 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.
Stephen W. Miller, D.B.A.

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 Decision Models 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 360 Marketing Research
MKT 465 Marketing Decision Models
MKT 490 Marketing Policy

And three (3) courses selected from the following:*:
MKT 330 Marketing Channels and Distribution Systems
MKT 350 Sports Marketing
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:

<table>
<thead>
<tr>
<th>Brand Management</th>
<th>Marketing Communications</th>
<th>Personal Selling &amp; Sales Mgt</th>
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</thead>
<tbody>
<tr>
<td>MKT 340</td>
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Sports Business

Dr. Brett Boyle, Program Coordinator

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 Economics 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

Entrepreneurship
12 hours

Required:
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

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
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

International Business
12 Hours

Required:
At least three courses and up to four courses are to be taken within the Department of International Business. Students may take one of the four courses from internationally focused courses offered by other departments within the business school.

At least three and up to 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 locations; only one may be used to satisfy supporting area requirements)

Up to one of the four courses may be selected from the following:
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

Required:
MGT 310 Management of Human Resources
MGT 312 Organization Behavior

And two courses selected from the following:
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
MKT 460 Brand Management
MKT 465 Marketing Decision Models

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 Buyer Behavior
MKT 444 Personal Selling
MKT 445 Sales Management
MKT 455 International Marketing

Sports Business
12 hours

Required:
to gain meaningful leadership experience a
service sites are diverse, and each one provides opportunities for
Leaders to complete their community service. The available
courses selected from an array of disciplines including African

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 Program
http://slu.edu/x49886.xml

Building sustainable societies is increasingly important, both pragmatically and as a social justice issue. Often there is the perception that environmental and social sustainability are at odds with economic sustainability, especially when considered from the perspective of the individual firm. However, this need not be the case; it is possible for businesses to promote environmental and social sustainability while also being economically sustainable (i.e. profitable). The Sustainable Business Practices program is intended to help undergraduate business students understand how firms can achieve economic sustainability while also pursuing environmental and social sustainability. The Sustainable Business Practice program combines coursework related to sustainability with workshops, field work and reflection.

REQUIREMENTS:

Students are required to take 18 hours of approved coursework. A minimum of 6 hours must be taken from the Business courses listed below. 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 certificate program. In addition, students must complete 200 hours of field work, attend 10 approved seminars, and maintain a reflection journal.

Approved Courses—any course prerequisite(s) must be satisfied; other courses may be accepted subject to approval of the program coordinator.

AT LEAST 6 HOURS AND UP TO 12 HOURS SELECTED FROM:

ECON 445 Economics of International Migration
ECON 456 Economic Development
ITM 380 Project Management
MGT 320 Managing Ideas in Entrepreneurial Firms

AT LEAST 6 HOURS AND UP TO 12 HOURS MAY BE SELECTED FROM: (any course prerequisites must be satisfied)
Center for Sustainability Course
MOS 505: Sustainable Business Practices (or undergraduate equivalent)

Arts & Sciences Courses
BIOL 109  Biodiversity & Conservation
BIOL 114  Our Living Environment
BIOL 120  Ecological Issues and Society
EAS 101  Earth Systems I-The Solid Earth
EAS 103  Earth's Dynamic Environment II
EAS 107  Understanding the Weather
EAS 109  Climate and Humankind in History
EAS 131  Water-Our Precious Resource
EAS 140  Energy Resources for a Sustainable Future
EAS 160  Sustainable Energy
EAS 208  Introduction to Environmental Science
EAS 360  A Future Based on Sustainable Energy
EAS 403  Elements of Air Pollution
EAS 435  Groundwater Hydrology
PHIL 342  Environmental and Ecological Ethics
SOC 327  Environmental Anthropology
SOC 454  Environmental Impact

Education and Public Service Course
PPS 400  Politics and Ecology

Field Work
Students must complete 200 hours of field work. This requirement may be satisfied through a faculty-supervised field project, a sustainability-related internship, or approved community service projects.

Seminars
Students must attend 10 approved seminars. These seminars include appropriate events, such as Dean’s Breakfast speakers, sustainability workshops, Center for Sustainability events and other activities deemed appropriate by the program’s coordinator.

Reflections
Students are required to keep a reflection journal. Reflection prompts will be provided for all seminars. Students are also encouraged to reflect on their course work and field work.

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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ACCT 220</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>ACCT 222</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>ECON 190</td>
<td>Principles of Economics</td>
</tr>
<tr>
<td>FIN 301</td>
<td>Principles of Finance</td>
</tr>
<tr>
<td>ITM 200/201</td>
<td>Introduction to Information Technology Management/Introduction to Enterprise Systems &amp; ITM</td>
</tr>
<tr>
<td>MGT 300</td>
<td>Management Theory and Practice</td>
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<td>MKT 300</td>
<td>Introduction to Marketing Management</td>
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<td>OPM 207</td>
<td>Introductory Business Statistics</td>
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<td>ECON 312</td>
<td>Intermediate Macroeconomics</td>
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<td>ECON 314</td>
<td>Intermediate Microeconomics</td>
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<td>IB 200</td>
<td>Introduction to International Business</td>
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<tr>
<td>MGT 218</td>
<td>Legal Environment of Business I</td>
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<tr>
<td>OPM 305</td>
<td>Introduction to Management Sciences and Operations Management</td>
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</tbody>
</table>

And two courses selected from the following*:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MGT 218</td>
<td>Legal Environment of Business I</td>
</tr>
<tr>
<td>MGT 300</td>
<td>Management Theory and Practice</td>
</tr>
<tr>
<td>MGT 310</td>
<td>Management of Human Resources</td>
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<tr>
<td>MGT 411</td>
<td>Talent Management</td>
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</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>MGT 218</td>
<td>Legal Environment of Business I</td>
</tr>
<tr>
<td>MGT 300</td>
<td>Management Theory and Practice</td>
</tr>
<tr>
<td>MGT 310</td>
<td>Management of Human Resources</td>
</tr>
<tr>
<td>MGT 411</td>
<td>Talent Management</td>
</tr>
</tbody>
</table>
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

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 Buyer Behavior

And two courses selected from the following:

MKT 350 Sports Marketing
MKT 360 Marketing Research**
MKT 430 Retail Management
MKT 444 Personal Selling
**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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 300</td>
<td>Management Theory and Practice</td>
</tr>
<tr>
<td>MGT 307</td>
<td>Introduction to Sports Management</td>
</tr>
<tr>
<td>MGT 430</td>
<td>Integrated Sports Business Planning</td>
</tr>
</tbody>
</table>

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

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