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.

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

Principles for Responsible Management Education

In December 2008 as Wall Street was crumbling, a 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
- Analytics and Enterprise Systems
- Economics
- Entrepreneurship
- Finance
- Information Technology Management
- International Business
- Leadership and Human Resource 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
- Business Analytics
- Economics
- Entrepreneurship
- Finance
- Globalization and Technology
- Human Resource Management
- Information Technology Management
- International Business
Leadership and Change Management  
Marketing  
Sports Business  

**Co-Curricular Programs for Business Majors**  
The school offers a Service Leadership Program and a Sustainable Business Practices Track within the Service Leadership Program for business majors. Detailed information about these programs can be found in the Co-Curricular section 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  
- Entrepreneurship  
- Human Resource Management  
- Information Technology Management  
- International Business  
- Marketing  
- Sports Business  

**Special Programs**  

**Cook Business 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. In the 3rd year, Scholars will receive a $2,000 scholarship.

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

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

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

**CFA Program Partner**  
The Department of Finance is a CFA Program Partner. This initiative is a relationship between the CFA Institute and select colleges and universities around the world (less than 170 schools worldwide are CFA Program Partners). Detailed information can be found on the following pages.

**SAP University Alliance**  
The John Cook School of Business is a member of the SAP University Alliance, which allows the school to provide students in certain courses with hands-on experience with SAP software. This enables students to put classroom theory into practice. Students who possess a workable knowledge of enterprise resource planning (ERP) using SAP software have the opportunity to obtain an SAP Certificate awarded by SAP America, Inc. This requires the completion of three courses (with at least a B) that utilize SAP software. For more information go to: [http://slu.edu/business/academic-departments/operations-and-information-technology-management](http://slu.edu/business/academic-departments/operations-and-information-technology-management)

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

**Degree-Enhancing Opportunities**

**Internship Program**  
In today’s competitive business environment, it is imperative that students gain career-related experience prior to graduation. Recognizing this necessity, the Cook School provides an internship program that includes resources on finding an internship, resume review, cover letter writing assistance, and interview skill development. The school maintains relationships with employers in the St. Louis region.
and throughout the United States, representing a variety of industries including corporate, government, and non-profit organizations. These relationships provide juniors and seniors a wide range of choices for their internship experiences. An internship may provide up to three credits of course credit within the curriculum, allowing students opportunities to combine classroom learning with practical, career-related work experience under the supervision of practicing professionals. Whether or not a student receives course credit, the Cook School encourages all students to participate in an internship to enhance their academic studies, understand the business world, develop business relationships and build work experience.

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

**Career Development**

The business school believes the future and success of its students are highly important; so important that the school has approved the inclusion of a one credit BIZ 3000 course, Career Foundations, as part of the Business Common Body of Knowledge requirements. This course is designed to help students pro-actively identify a potential career path, learn and practice skills that will help to secure internships and full-time opportunities upon graduation. Students will participate in workshops, career fairs, and networking events with employers, alumni and executives. For more information, contact the Career Resources Center (Davis-Shaughnessy Hall 150) or speak with an academic advisor.

**Service Leadership Program**

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

**Study Abroad/Short-Term Immersion Opportunities**

With the increasing globalization of business, it is important for graduates to understand the subtle ways business practice in all jobs can be impacted by differences in culture, politics, economies, geographies, and religions. While curriculum can provide exposure to these concepts, an overseas immersion experience will provide real-life learning. Options range from a large selection of full-semester destinations to shorter summer programs or even a one-week study abroad in January to Panama City, Panama, or a one-week study abroad during spring break to Budapest, Hungary. Additional destinations are under consideration to provide more selection. Through the SLU Office of International Services, business students have access to a large list of study abroad destinations around the world—including our SLU Madrid campus, which provides students with an IB or Economics concentration that can be completed in Spain.

Due to the requirement that the last 30 of 36 credits be completed in residence at the St. Louis campus, students should begin planning their immersion experience early in their academic careers for travel in the sophomore year or early in the junior year. (Students selecting the option to pursue an IB or Economics concentration in Madrid will receive an exception to this residency requirement.)

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

For information on the web, visit http://business.slu.edu/programs-of-study/undergraduate-business-programs/unique-educational-opportunities/study-abroad-opportunities/

**General Information**

**Admission Requirements**

The minimum grade point average (GPA) requirement for admission to the Cook School of Business is 2.5 for freshmen and transfer students. 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.

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

**Transfer Credit Guidelines/Concurrent Enrollment**
Students interested in transferring credit from another institution should contact Undergraduate Student Services in the Cook School of Business to determine applicability of transfer coursework toward graduation requirements. Students must earn a grade of “C” or higher in any approved transfer courses. Continuing students must receive approval **PRIOR** to enrolling in courses away from SLU. Full-time, business degree-seeking students may **NOT** take courses concurrently at other institutions during the fall or spring semesters unless offered through an inter-university agreement. Students are limited to 9 credits of summer coursework; however, students with at least a 3.0 GPA may petition to take up to 12 credits 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 credits of graduate coursework in the last semester of their senior year. Approval by the assistant dean is required.

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

**Repeating Courses**
See section under University Academic Policies and Procedures.

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

During the probationary period, advisors help students achieve academic success by closely monitoring their academic performance. Students on probation may register for not more than 15 credits 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.

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

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

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

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

Graduation Honors
See section under University Academic Policies and Procedures.

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

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

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

The curriculum affords both important breadth and depth of knowledge necessary to prepare students for success in today’s diverse and highly technical business world. The core curriculum provides a breadth of knowledge by combining a strong Arts and Sciences core (48 credits) with Business Common Body of Knowledge (CBK) coursework (45 credits), 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 (15-21 credits) of the student’s choice: accounting, analytics and enterprise systems, economics, entrepreneurship, finance, information technology management, international business (also requires 12 credits of foreign language), leadership and human resource management, marketing, and sports business.

Business majors may supplement a chosen concentration with a second concentration and/or a supporting area in a different business discipline. However, a double concentration within the business school is not considered a double undergraduate degree; students completing more than one concentration and/or supporting area within the business school will receive one Bachelor of Science in Business Administration degree, with the transcript indicating the multiple concentrations and/or supporting areas. If a business course overlaps between two business areas, it may be counted only once and credited to one functional area, i.e. Sports Marketing may be used to satisfy a Marketing concentration requirement or a Sports Business concentration requirement, but not both.

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

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

Business Common Body of Knowledge (CBK)
Requirements: 45 credits
ACCT 2200 Financial Accounting
ACCT 2220 Managerial Accounting
BIZ 1000 Business Foundations (1 credit—course includes an Excel lab)
BIZ 3000 Career Foundations (1 credit)
BIZ 4000 Business Capstone (1 credit) *
ECON 1900 Principles of Economics
ECON 3120 Intermediate Macroeconomics
ECON 3140 Intermediate Microeconomics
FIN 3010 Principles of Finance
IB 2000 Introduction to International Business
ITM 2000 Information Technology with Supply Chains
MGT 2000 Legal Environment of Business I
MGT 3000 Management Theory and Practice
MGT 4000 Strategic Management and Policy*
MKT 3000 Introduction to Marketing Management
OPM 2070 Introductory Business Statistics
OPM 3050 Introduction to Management Science and Operations Management

Arts and Sciences Core Requirements: 48 credits
ENGL 1900 Advanced Strategies of Rhetoric & Research**
ENGL 2250, 2350, 2450, 2550, 2650, 2750, 2850 or Foreign Language Literature
ENGL 4000 (strongly recommended), Eng. Literature, or Fine Arts (Art, Art History, Film Studies, Music, Theatre)**
CMM 1200 Public Speaking**
HIST 1110 or 1120 Origins of the Modern World
PSY 1010 General Psychology
Two additional courses selected from: African American Studies, American Studies, History, Political Science, Psychology, Sociology, or Women’s Studies
MATH 1200 College Algebra****
MATH 1320 Survey of Calculus**
One Natural Science course (Biology, Chemistry, Earth & Atmospheric Sciences, Physics)
One additional Math***** or Natural Science course
PHIL 1050 Introduction to Philosophy: Self and Reality
PHIL 2050 Ethics
THEO 1000 Theological Foundations
THEO 2xxx Theology course

Area of Business Concentration: 15-21 credits******

Electives in Business Or Other Areas: 6-12 credits******

Total Required for Degree: 120 credits
*All other Business CBK courses must be completed prior to taking BIZ-4000 and MGT-4000.

**Must be completed by the end of the sophomore year in order to enroll in business courses junior year. MATH 1510 (Calculus 1) or higher level calculus course may be substituted for MATH 1320.

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

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

***** 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 credits vary between 15 and 21 credits, and are determined by the appropriate department. To broaden their expertise, students may complete more than one area of concentration in business, or an area of concentration and a supporting area in business. However, where courses overlap between two business areas, the course may be counted only once and credited to one functional area, i.e. Sports Marketing may be used in either the Marketing concentration or the Sports Business concentration but not both.

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

Accounting

Mark Higgins, Ph.D., Interim 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.
Mark Higgins, Ph.D., C.P.A.
Helen Hurwitz, Ph.D., C.P.A.-China
Neil Jansen, M.P.A., C.P.A.
John R. McGowan, Ph.D., C.P.A.
Debra Neumann Pike, M.B.A., C.P.A.
Yan Sun, Ph.D.
Xu Wang, Ph.D.
Weimin Wang, Ph.D.
Carolyn Westfall, M.S.A., C.P.A.

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

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

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

To remain in the program, students must:
• have at least a 3.5 cumulative GPA at the end of each year.
• complete select coursework and other activities as determined by the Accounting Department.

Integrated Accounting Program
The Integrated Accounting Program will allow students the opportunity to complete both the undergraduate and graduate degrees in accounting simultaneously. This program is designed for students entering SLU with:
1) a university scholarship AND 2) college credit earned prior to entering SLU. There may be a financial aid advantage to this option. Any unused undergraduate university scholarship (tuition remission is NOT considered a university scholarship and therefore cannot be used for the master’s component of the integrated program) may be applied while enrolled in master level coursework.

For admission into this program, a student’s overall GPA and GMAT (Graduate Management Admission Test) score are very important. As a general rule, a student with a GPA of at least 3.5 and GMAT score of at least 500 will be admissible into the program (GMAT will be waived for SLU accounting undergraduates with a GPA of at least a 3.6). Students may apply to be admitted to this option. Any unused undergraduate university scholarship (tuition remission is NOT considered a university scholarship and therefore cannot be used for the master’s component of the integrated program) may be applied while enrolled in master level coursework.

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

Seven (7) courses as follows:
ITM 2500  Spreadsheet and Database Productivity
ACCT 3110  Financial Reporting I
ACCT 3220  Cost Management
ACCT 4110  Financial Reporting II
ACCT 4250  Accounting Information Systems
ACCT 4300  Federal Income Tax I
ACCT 4400  Auditing

*Students in the Integrated Accounting Program are required to take MGT 4500, Legal Environment of Business II, during their last semester of master’s level coursework.

Analytics and Enterprise Systems

Reuven R. Levary, Ph.D., Chair
http://slu.edu/business/academic-departments/operations-and-information-technology-management

Faculty:
Pala 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 Kwou, Ph.D.
Reuven R. Levary, Ph.D.

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

The John Cook School of Business is a member of the SAP University Alliance, which allows the school to provide students in certain courses with hands-on experience with SAP software (the world leader in enterprise systems software). This enables students to put classroom theory into practice. Students who possess a workable knowledge of enterprise resource planning (ERP) using SAP software have the opportunity to obtain an SAP Certificate awarded by SAP America, Inc. This requires the completion of three courses (with at least a B) included in the concentration that utilize SAP software. Such certification will be useful for employers who not only use SAP/ERP but also others who use non-SAP/ERP tools (e.g. PeopleSoft). For more information, go to http://slu.edu/business/academic-departments/operations-and-information-technology-management.
Analytics and Enterprise Systems
(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 analytics and enterprise systems. 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 credits in addition to ITM 2000, which is taken as a business CBK requirement. (All courses are three credits.)

Four (4) courses as follows:
ITM 3300 Database Management Systems
ITM 3700 Business Analytics
ITM 4700 Business Data Mining
ITM 4900 Enterprise Systems Practicum

And two (2) courses selected from the following:
ITM 3100 Program Development Techniques
ITM 3550 Introduction to Big Data
ITM 3800 Project Management Internship
ITM 4910 Internship
ACCT4250 Accounting Information Systems*

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 4250 may be used in either the ITM area or the Accounting area, but not both.

Economics

Hailong Qian, Ph.D, Chair
http://slu.edu/business/academic-departments/economics

Faculty:
Nazmul Ahsan, Ph.D.
Heather L. Bednarek, Ph.D.
Muhammad Q. Islam, Ph.D.
Phillip Oberg, Ph.D.
Hailong Qian, Ph.D.
David E. Rapach, Ph.D.
David T. Sanders, M.A.
Fei Tan, Ph.D.
Bonnie E. Wilson, Ph.D.

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

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

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

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

One (1) course as follows:
ECON 3010 Introduction to Econometrics

And Five (5) courses selected from the following:
ECON 3790 Economies of Latin America
ECON 4080 Industrial Organization and Public Policy
ECON 4120 Law and Economics
ECON 4160 History of Economic Analysis
ECON 4200 Money and Banking
ECON 4300 International Trade
ECON 4310 Exchange Rates and the Global Economy
ECON 4400 Labor Economics
ECON 4450 Economics of International Migration
ECON 4500 Sports Economics
ECON 4560 Economic Development
ECON 4600 Public Finance
ECON 4650 Public Choice and Political Economy
ECON 4700 Health Economics
ECON 4770 Advanced Econometrics
ECON 4930 Special Topics in Economics
Entrepreneurship

David M. Kaplan, Ph.D., Chair
http://slu.edu/business/academic-departments/management

Faculty:
Laurel Boone, J.D.
Anastasios Kaburakis, Ph.D.
David M. Kaplan, Ph.D.
Jerome A. Katz, Ph.D.
Carl P. Maertz, Jr., Ph.D.
Elouise Mintz, Ph.D.
Fred Niederman, Ph.D.
Scott R. Safranski, Ph.D.
Michael C. Shaner, Ph.D.
Jingtong Tang, Ph.D.
Christopher H. Thomas, Ph.D.
Vincent T. Volpe, C.P.A., J.D., M.B.A.

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

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 credits in addition to MGT 2000, MGT 3000 and MGT 4000, which are taken as business CBK requirements. (All courses are three credits.)

One (1) course selected from the following:
MGT 3200 Managing Ideas in Entrepreneurial Firms*

Two (2) courses as follows*:
MGT 3210 Managing Resources in Entrepreneurial Firms
MGT 4200 Business Plan Development

Two (2) concentration electives selected from the following:
MGT 3100 Organization Behavior
MGT 3300 Management of Human Resources
MGT 3301 Negotiations and Conflict Resolution
MGT 4101 Fundamentals of Leadership
MGT 4102 Organizational Failure, Change & Transformation
MGT 4103 Current Problems in Management
MGT 4201 Introduction to Family Business
MGT 4910 Management Internship

And one (1) breadth elective selected from the following**:
FIN 3160 Real Estate
MKT 3400 Integrated Marketing Communications
MKT 3600 Marketing Research
MKT 4440 Personal Selling

* Students cannot take both MGT 3200 and MGT 3201.
**A course may not be used to fulfill requirements in two areas, i.e. FIN 3160 may be used in either the Entrepreneurship area or the Finance area, but not both.

Finance

Brian L. Betker, Ph.D. Chair
http://slu.edu/business/academics-departments/finance

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

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

Finance students are strongly encouraged to take additional courses in accounting. Although ACCT 2200 and 2220 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 170 schools worldwide are CFA Program Partners) that have embedded a significant percentage (70%) of the CFA Program Candidate Body of Knowledge into their degree programs. In addition, these institutions have committed to covering CFA Institute ethical and professional standards in these degree programs. Recognition as a CFA Partner provides a signal to potential students, current students, and the marketplace that the university curriculum is closely tied to professional practice and is well suited to preparing students to sit for the CFA exams.

In addition to the finance concentration, the Department of Finance offers a specialized track in Financial Analysis. (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 credits in addition to FIN 3010, which is taken as a business CBK requirement. A grade of at least a “B-” in FIN 3010 is a prerequisite for all other finance courses. (All courses are three credits.)

Four (4) courses as follows:
- FIN 3330 Fixed Income Securities and Markets
- FIN 3630 Equity Securities and Markets
- FIN 4230 Financial Management
- FIN 4650 Derivative Securities and Markets

And two (2) courses selected from the following:
- FIN 3140 Insurance
- FIN 3160 Real Estate
- FIN 4250 International Financial Management
- FIN 4330 Financial Analysis and Modeling
- FIN 4440 Financial Planning
- FIN 4530 Advanced Financial Management
- FIN 4630 Applied Portfolio Management
- FIN 4730 Financial Markets and Institutions
- FIN 4910 Finance Internship

Financial Analysis Track*

Required:
Thirty credits in addition to FIN 3010, which is taken as a business CBK requirement. A grade of at least a “B-” in FIN 3010 is a prerequisite for all other finance courses. (All courses are three credits.)

Eight (8) courses as follows:
- FIN 3330 Fixed Income Securities and Markets
- FIN 3630 Equity Securities and Markets
- FIN 4230 Financial Management
- FIN 4330 Financial Analysis and Modeling
- FIN 4630 Applied Portfolio Management
- OR
- FIN 4530 Advanced Financial Management
- FIN 4650 Derivative Securities and Markets
- ACCT 3110 Financial Reporting I**
- ACCT 4110 Financial Reporting II**

And two (2) courses selected from the following:
- FIN 3160 Real Estate
- FIN 4250 International Financial Management
- FIN 4530 Advanced Financial Management
- FIN 4730 Financial Markets and Institutions
- FIN 4911 Financial Analysis Internship
- ACCT 4300 Federal Income Tax I**
- ACCT 6110 Financial Reporting III**
- ACCT 6190 Financial Statement Analysis**

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 3110 may be used in the financial analysis track or the Accounting area, but not both.

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

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

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

**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 credits in addition to ITM 2000, which is taken as a business CBK requirement. (All courses are three credits.)

**Three (3) courses as follows:**
- ITM 3100 Program Development Techniques
- ITM 3300 Database Management Systems
- ITM 4100 Systems Analysis and Design

**And three (3) courses selected from the following:**
- ITM 3450 Web Site Design and Development
- ITM 3500 Information Security Management
- ITM 3550 Introduction to Big Data
- ITM 3700 Business Analytics
- ITM 3800 Project Management
- ITM 4700 Business Data Mining
- ITM 4900 Enterprise Systems Practicum
- ITM 4910 ITM Internship
- ACCT4250 Accounting Information Systems*

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 4250 may be used in either the ITM area or the Accounting area, but not both.

**International Business**

Hadi Alhorr, Ph.D., Chair
http://slu.edu/business/academic-departments/international-business

**Faculty:**
- Hadi S. Alhorr, Ph.D.
- Mamoun Bennamoun, Ph.D.
- Seung H. Kim, Ph.D.
- Jase Ramsey, Ph.D.
- Nitish Singh, Ph.D.
- Hongxin John Zhao, Ph.D.

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

Students with a concentration in international business are strongly encouraged to study abroad. Options range from a large selection of full semester destinations to shorter programs of one or two weeks. Currently there are two short-term programs, called Global Immersion Courses, offered during the spring semester. Destinations include Panama City, Panama, and Budapest, Hungary. Full semester options are broad and include partnerships with overseas business schools in Aarhus, Denmark; Angers, France; Antwerp, Belgium; Beijing, China; Hong Kong; Jonkoping, Sweden; Nurnberg, Germany; and Seoul, 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 credits of international business courses in addition to IB 2000, which is taken as a Business CBK requirement, and twelve foreign language credits*. (All courses are three credits.)

**Five (5) courses selected from the following:**
- IB 3020 Latin American Business
- IB 3040 Asian Business
Leadership and Human Resource Management

David M. Kaplan, Ph.D., Chair
http://slu.edu/business/academic-departments/management

Faculty:
Laurel Boone, J.D.
Anastasios Kaburakis, Ph.D.
David M. Kaplan, Ph.D.
Jerome A. Katz, Ph.D.
Carl P. Maertz, Jr., Ph.D.
Elouise Mintz, Ph.D.
Fred Niederman, Ph.D.
Scott R. Safranski, Ph.D.
Michael C. Shaner, Ph.D.
Jingtong Tang, Ph.D.
Christopher H. Thomas, Ph.D.
Vincent T. Volpe, C.P.A., J.D., M.B.A.

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

Leadership and Human Resource 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 Human Resource 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 credits in addition to MGT 2000, MGT 3000 and MGT 4000, which are taken as business CBK requirements. (All courses are three credits.)

Three (3) courses as follows:
MGT 3100 Organization Behavior
MGT 3300 Management of Human Resources
MGT 4101 Fundamentals of Leadership

And two (2) concentration electives selected from the following:
MGT 3301 Negotiations and Conflict Resolution
MGT 4102 Organizational Failure, Change, and Transformation
MGT 4103 Current Problems in Management
MGT 4301 Talent Management
MGT 4302 Compensation
MGT 4910 Management Internship

And one (1) breadth elective selected from the following:
MGT 3200 Managing Ideas in Entrepreneurial Firms
MGT 3201 Social Entrepreneurship
MGT 3400 Introduction to Sports Management
MGT 4500 Legal Environment of Business II

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

Marketing

Mark J. Arnold, 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.
Katie Kelting, Ph.D.
Scott Thompson, Ph.D.

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

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

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

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

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

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 credits in addition to MKT 3000, which is taken as a business CBK requirement. (All courses are three credits.)

Three (3) courses as follows:
MKT 4400 Consumer Behavior
MKT 4650 Marketing Analytics
MKT 4900 Marketing Strategy

And three (3) courses selected from the following:* MKT 3300 Marketing Channels and Distribution

Sports Business

Dr. Heather Bednarek, Program Coordinator
http://slu.edu/business/undergraduate-business-programs/concentration/sports-business-concentration

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

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

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

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

Required:
Eighteen credits taken as follows*: (All courses are three credits.)

**Three (3) courses as follows:**
- MGT 3400 Introduction to Sports Management
- MGT 4400 Integrated Sports Business Planning
- MKT 3500 Sports Marketing

**And three (3) courses selected from the following:**
- ECON 4500 Sports Economics
- ITM 3800 Project Management
- MGT 3301 Negotiations and Conflict Resolution
- MGT 4401 Legal Issues in Sport and Entertainment
- MGT 4402 Intercollegiate Athletics Management
- SPBZ 4910 Sports Business Internship

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

**Supporting Areas for Business Majors**

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

A course may not be used to fulfill requirements in two areas (concentration and/or supporting area), i.e. IB 3100 may 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 credits*

**Accounting**

12 credits (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 3000 or 4000 level accounting courses.**)

**Required:**
- ACCT 3110 Financial Reporting I

**And three courses selected from the following:**
- ACCT 3220 Cost Management
- ACCT 4110 Financial Reporting II
- ACCT 4250 Accounting Information Systems
- ACCT 4300 Federal Income Tax I

**Business Analytics**

12 credits

**Required:**
- ITM 3300 Database Management Systems
- ITM 3700 Business Analytics

**And two courses selected from the following:**
- ITM 3550 Introduction to Big Data
- ITM 4700 Business Data Mining
- MKT 4650 Marketing Analytics*

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

**Economics**

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

**Required:**
- ECON 3010 Introduction to Econometrics

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

**Entrepreneurship**

12 credits

**Required: Three courses selected from the following:**
- MGT 3200 Managing Ideas in Entrepreneurial Firms*
- MGT 3201 Social Entrepreneurship*
- MGT 3210 Managing Resources in Entrepreneurial Firms
- MGT 4200 Business Plan Development

**And one course selected from the following:**
- MGT 3100 Organization Behavior
- MGT 3300 Management of Human Resources
- MGT 3301 Negotiations and Conflict Resolution
- MGT 4101 Fundamentals of Leadership
- MGT 4102 Organizational Failure, Change and Transformation
- MGT 4103 Current Problems in Management
- MGT 4201 Introduction to Family Business
MGT 4910 Management Internship

* Students cannot take both MGT 3200 and MGT 3201.

**Finance**
12 credits (A grade of at least a “B-” in FIN 3010 is a prerequisite for all other finance courses.)

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

**Globalization and Technology**
12 credits

**Required:**
- ITM 3800 Project Management
- IB 3140 International e-Business

**And one course selected from the following:**
- IB 3100 Geopolitics of World Business
- IB 4120 International Business Strategies
- Or other IB course approved by International Business Department Chair

**And one course selected from the following:**
- ITM 3450 Web Site Design and Development
- Or other ITM course approved by OPM/ITM Department Chair

**Human Resource Management**
12 credits

**Required:**
- MGT 3300 Management of Human Resources
- MGT 4301 Talent Management
- MGT 4302 Compensation

**And one course selected from the following:**
- MGT 3100 Organization Behavior
- MGT 3301 Negotiations and Conflict Resolution
- MGT 4910 Management Internship

**Information Technology Management**
12 credits

**Required:**

Four courses selected from the following:
- ITM 2500 Spreadsheet and Database Productivity
- ITM 3100 Program Development Techniques
- ITM 3300 Database Management Systems
- ITM 3450 Web Site Design and Development
- ITM 3500 Information Security Management
- ITM 3550 Introduction to Big Data
- ITM 3700 Business Analytics

ITM 3800 Project Management
ITM 4100 Systems Analysis and Design
ITM 4700 Business Data Mining
ITM 4900 Enterprise Systems Practicum
ITM 4910 ITM Internship
ACCT4250 Accounting Information Systems*

*A course may not be used to fulfill requirements in two areas, i.e. ACCT 4250 may be used in either the Accounting area or the ITM area, but not both.

**International Business**
12 Credits

**Required:**

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

*Various immersion locations; only one may be used to satisfy supporting area requirements.

**Leadership and Change Management**
12 credits

**Required:**
- MGT 3100 Organization Behavior
- MGT 3300 Management of Human Resources

And two courses selected from the following*:
- MGT 3200 Managing Ideas in Entrepreneurial Firms*
- MGT 3201 Social Entrepreneurship*
- MGT 3301 Negotiations and Conflict Resolution
- MGT 4101 Fundamentals of Leadership
- MGT 4102 Organizational Failure, Change and Transformation
- MGT 4103 Current Problems in Management
- MGT 4500 Legal Environment of Business II

* Students cannot take both MGT 3200 and MGT 3201.

**Marketing**
12 credits

**Required:**

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

Service Leadership
See Co-Curricular Programs (below) for details of this supporting area.

Sports Business
12 credits

Required:
MGT 3400 Introduction to Sports Management
MGT 4400 Integrated Sports Business Planning

And two courses selected from the following:
ECON 4500 Sports Economics
ITM 3800 Project Management
MGT 3301 Negotiations and Conflict Resolution
MGT 4401 Legal Issues in Sport and Entertainment
MGT 4402 Intercollegiate Athletics Management
MKT 3500 Sports Marketing
SPBZ 4910 Sports Business Internship

Supply Chain Management
12 credits

Required:
OPM 6440* Global Supply Chain Management
OPM 6460* Global Logistics Management

And two courses selected from the following:**
ITM 3300 Database Management
ITM 3700 Business Analytics
ITM 3800 Project Management

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

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

Co-curricular Programs for Business Majors

Service Leadership Program
http://business.slu.edu/serviceleadership

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

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

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

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

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

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

Sustainable Business Practices Track within Service Leadership Program
http://slu.edu/x49886.xml

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

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

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

**Coursework**
Of the 15 credits of coursework required for the Service Leadership Program, 6 credits must come from the following Center for Sustainability courses: Sustainability Foundations (MOS 5020) and Sustainable Business Practices (MOS 5050). In many cases, students are able to work these courses into their normal degree requirements and therefore do not have to take extra credits to complete the track. **Note: The Center for Sustainability courses can only be taken during the fall semester of a student’s senior year (3.0 minimum GPA required).**

**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 credits 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 credits) taken as follows:**
- ACCT 2200 Financial Accounting
- ACCT 2220 Managerial Accounting
- ECON 1900 Principles of Economics
- FIN 3010 Principles of Finance
- ITM 2000 Information Technology with Supply Chains
- MGT 3000 Management Theory and Practice
- MKT 3000 Introduction to Marketing Management
- OPM 2070 Introductory Business Statistics
- and two courses selected from the following*:
  - ECON 3120 Intermediate Macroeconomics
  - ECON 3140 Intermediate Microeconomics
  - IB 2000 Introduction to International Business
  - MGT 2000 Legal Environment of Business I
  - OPM 3050 Introduction to Management Sciences and Operations Management

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

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

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

**Minors for Non-Business Majors**
http://www.slu.edu/business/undergraduate-business-programs/minors

Students enrolled in some traditional degree programs outside the business school may complete one or more of the school’s minors: Business Administration, Entrepreneurship, Human Resource Management, Information Technology Management, International Business, Marketing, and Sports Business. All courses are three credits.
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 credits) taken as follows:

One course selected from the following:
MGT 3200 Managing Ideas in Entrepreneurial Firms
MGT 3201 Social Entrepreneurship

And Five courses taken as follows:
ACCT 2200 Financial Accounting
MGT 2000 Legal Environment of Business I
MGT 3000 Management Theory & Practice
MGT 3210 Managing Resources in Entrepreneurial Firms
MGT 4200 Business Plan Development

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 credits) taken as follows:

MGT 2000 Legal Environment of Business I
MGT 3000 Management Theory and Practice
MGT 3300 Management of Human Resources
MGT 4300 Talent Management
MGT 4302 Compensation

And one course selected from the following:
MGT 3100 Organization Behavior
MGT 3301 Negotiations and Conflict Resolution
MGT 4101 Fundamentals of Leadership
MGT 4102 Organizational Failure, Change and Transformation
MGT 4103 Current Problems in Management

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

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

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

Required:
Five courses (15 credits) taken as follows:
ITM 2000 Information Technology with Supply Chains

And four courses selected from the following:
ITM 2500 Spreadsheet and Database Productivity
ITM 3100 Program Development Techniques
ITM 3300 Database Management Systems
ITM 3450 Web Site Design and Development
ITM 3500 Information Security Management
ITM 3550 Introduction to Big Data
ITM 3700 Business Analytics
ITM 3800 Project Management
ITM 4100 Systems Analysis and Design
ITM 4700 Business Data Mining
ITM 4900 Enterprise Systems Practicum

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 credits) taken as follows:
ECON 1900 Principles of Economics*
IB 2000 Introduction to International Business
IB 3100 Geopolitics of World Business
IB 3160 Cultural Differences in International Business
And two courses selected from the following:
IB 3020 Latin American Business
IB 3040 Asian Business
IB 3140 International e-Business
IB 3150 Middle Eastern Business
IB 4120 International Business Strategies
IB 4900 Global Immersion in International Business**

*Also fulfills 3 credits of social/behavioral science core requirement in the College of Arts & Sciences; MATH 1200 is a prerequisite.
**Various immersion locations; only one may be used to satisfy minor requirements.

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 credits) taken as follows:

MKT 3000 Introduction to Marketing Management
MKT 3400 Integrated Marketing Communications
MKT 4400 Consumer Behavior

And three courses selected from the following:
MKT 3300 Marketing Channels and Distribution Systems
MKT 3500 Sports Marketing
MKT 3600 Marketing Research
MKT 3700 Social Media and Digital Marketing
MKT 4300 Retail Management
MKT 4440 Personal Selling
MKT 4450 Sales Management
MKT 4550 International Marketing
MKT 4600 Brand Management
MKT 4650 Marketing Analytics
MKT 4900 Marketing Strategy

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 credits) and up to Nine courses (depending on electives selected) taken as follows:

MGT 3000 Management Theory and Practice
MGT 3400 Introduction to Sports Management
MGT 4400 Integrated Sports Business Planning

And two courses selected from the following (all prerequisites must be taken)
ECON 4500 Sports Economics (Prereq: MATH 1320, ECON 3140, OPM 2070)
ITM 3800 Project Management (Prereq: ITM 2000/2010)
MGT 3301 Negotiations and Conflict Resolution (Prereq: MGT 3000)
MGT 4401 Legal Issues in Sport and Entertainment (Prereq: MGT 2000)
MGT 4402 Intercollegiate Athletics Management (Prereq: MGT 3000)
MKT 3500 Sports Marketing (Prereq: MGT 3000)

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.