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 (B.S.) with majors 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 (B.S.) with majors available in the following disciplines (detailed information can be found on the following pages):

**Majors (available ONLY to business students):**
- 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 major, students may also pursue a minor in the following disciplines (detailed information can be found on the following pages):

**Minors (available to business and non-business students unless otherwise indicated):**
- Accounting
- Business Administration (available only to non-business majors)
- Business Analytics
- Economics
- Entrepreneurship
- Finance
- Globalization and Technology
- Human Resource Management
- Information Technology Management
- International Business
Leadership and Change Management  
Marketing  
Service Leadership (available only to business majors)  
Sports Business  
Supply Chain Management

Special Programs

Cook Business Scholars – 3-Year Degree Program
This program is available only to entering freshmen with at least a 30 ACT or 1390 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 courses (not particular sections) as long as the curriculum plan is followed. To remain in the program, students will need to maintain a minimum 3.5 cumulative SLU GPA. In the 3rd year, Scholars will receive a $2,000 scholarship.

Cook Scholars 3+3 Accelerated Program with Law School
Pre-professional study is a strength at Saint Louis University and business is a great foundation for the study of law. The John Cook School of Business and Saint Louis University’s School of Law offer a 3+3 combined bachelor’s degree and law degree. This program allows students to earn a bachelor of science degree and a Juris Doctor degree in six years instead of the traditional seven years. Students with a minimum 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 University Affiliated Program
The Department of Finance is a CFA University Affiliated Program. This initiative is a relationship between the CFA (Chartered Financial Analyst) Institute and select colleges and universities around the world (only 86 U.S. schools are CFA University Affiliated Programs). 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 (Systems Applications Products) software. This enables students to put classroom theory into practice. Students who possess a working 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

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 curriculum
includes 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. 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 possess sensitivity to the impact of cultural, social, economic, and political differences, which can be gained through a study abroad experience. While curriculum can provide exposure to these concepts, an overseas immersion experience will provide real-life learning. Options range from a large selection of full-semester destinations to shorter summer programs or even one- to two-week courses.

The John Cook School of Business offers several programs where international business schools send students to SLU and SLU sends students to their schools, such as Belgium, China, Denmark, France, Germany, Hong Kong, Korea, and Sweden. Business students may also participate in shorter summer programs or even a one-week study abroad in January to Panama 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 number of study abroad destinations around the world—including our SLU Madrid campus, which provides students with an IB or Economics major 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 major 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 Hall 332) or attend one of the Study Abroad Information Sessions for Business Students held at the beginning 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 from SLU approved study abroad locations will be included in the SLU GPA. If a student studies abroad at a non-SLU approved study abroad, the coursework will be treated as transfer coursework; therefore a minimum grade of a “C” is required to transfer but grades will not 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 a 2.5 high school GPA for freshmen and a 2.5 cumulative GPA for transfer students from another institution. 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. In addition, the academic advisors serve as the liaison between students and a number of student-centered services available on campus. Business school students also have faculty mentors who provide career advice, general guidance, and are available to discuss students’ personal and educational goals.

Honors, Pre-Law, and Pre-Professional Health Studies Programs
The Cook School of Business participates in the University’s Honors, Pre-Law, and Pre-Professional Health Studies programs. Students in each of these programs have the opportunity to complete a major in business in addition to any required program courses. Information regarding these programs can be found elsewhere in the Undergraduate catalog.

Double Undergraduate Degrees
See section under University Academic Policies and Procedures. (Programs outside of the business school requiring 30 or more 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 SLU 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 a minimum 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 NOT register for more than 15 credits of coursework as defined by the terms of the probation.

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 cumulative SLU GPA falls below a 2.7. Students will have one semester to increase their cumulative SLU 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 major and minor) will be on program probation if the GPA in economics courses used to fulfill major or minor requirements falls below a 2.0. Students will have one semester to increase their major or minor 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 major requirements; Economics students must earn a minimum 2.0 GPA in all economics courses that fulfill the major 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 major 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 majors 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 major (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 students may supplement a chosen major with a second major and/or minor in a different business discipline. However, a double major within the business school is **not** considered a double undergraduate degree; students completing more than one major within the business school will receive one Bachelor of Science degree indicating the majors with the transcript indicating both the majors and minor(s). 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 major requirement or a Sports Business major 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 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 Accounting for Decision Making
- **BIZ** 1000/1001 Business Foundations (1 credit—also requires co-requisite of BIZ 1002, 0 credit 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, Dance, 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 and Gender Studies
- **MATH** 1200 College Algebra****
- **MATH** 1320 Survey of Calculus**
- One Natural Science course (Biology, Chemistry, Earth & Atmospheric Sciences, Physics, or SOC 2600)
- 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 Major: 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 who place out of MATH 1200 (based on a SLU Math Index score) must replace it 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 major 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 major in business, or a major and a minor 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 major or the Sports Business major 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.

**MAJORS**

*(available ONLY to business students)*

**Accounting**

Scott Duellman, 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.

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 major, 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 college credits 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 minimum 3.6 cumulative SLU GPA. 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 1390 (math and verbal);
- High School GPA of at least 3.6 (weighted or unweighted);

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

**Integrated Accounting Program**

The Integrated Accounting Program allows students the opportunity to complete both the undergraduate and graduate degrees in accounting simultaneously. This program is designed for students entering SLU with:

1) a university scholarship AND 2) college credit earned prior to entering SLU. There may be a financial aid advantage to this option. Unused undergraduate university scholarship may
be applied while enrolled in master level coursework; for example, if a student has an 8 semester undergraduate scholarship but only needs 7 semesters to complete the bachelor’s component of the integrated program, the student could apply the last semester of the scholarship to the first semester of the master’s component of the integrated program. However, undergraduate federal aid would not apply for the master’s component of the integrated program. In addition, tuition remission is NOT considered a university scholarship and therefore cannot be used for the master’s component of the integrated program.

For admission into this program, a student’s overall GPA and GMAT (Graduate Management Admission Test) score are very important. Historically, students 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 minimum 3.6 cumulative SLU GPA at the end of 105 credits). Students may apply to be admitted to this program upon completion of (a) a minimum of 75 semester college credits (including a minimum of 15 credits at SLU with a minimum 3.0 cumulative grade point average); and (b) an upper level accounting course taken at SLU with a grade of “B” or higher.

Accounting (B.S.)

The Department of Accounting offers the Bachelor of Science with a major 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 major requirements and a minimum 2.7 cumulative SLU GPA is a prerequisite for all 3000 and 4000 level accounting courses. (All courses are three credits.)

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

*Students in the Integrated Accounting Program are required to take MGT 4500, Legal Environment of Business II, during the 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:
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 software-based major 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 major 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 major 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 working 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 major 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.)

The Department of Operations and Information Technology Management offers the Bachelor of Science (B.S.) with a major 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.)

Five (5) courses as follows:
ITM 3300  Database Management Systems
ITM 3700  Business Analytics
ITM 3900  Applied Enterprise Systems Implementation
ITM 4700 Business Data Mining
ITM 4900 Enterprise Systems Practicum

And one (1) course selected from the following:
ITM 3100 Enterprise Applications Development
ITM 3550 Introduction to Big Data
ITM 4910 Internship
ACCT4250 Accounting Information Systems*
MKT 4650 Marketing Analytics*

*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.
Fei Jia, 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. with a major in Economics) and the College of Arts and Sciences (B.A. with a major in Economics). In addition, students may complete an economics 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.

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 majors 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 not only hone their entrepreneurial skills but can also lead to external support for their business plans.

Entrepreneurship (B.S.)

The Department of Management offers the Bachelor of Science (B.S.) with a major 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*
- MGT 3201 Social Entrepreneurship*

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

**Two (2) major 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

* 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 major 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 University Affiliated Program. This initiative is a relationship between the CFA (Chartered Financial Analyst) Institute and select colleges and universities around the world (only 86 U.S. schools are CFA University Affiliated Programs) 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 University Affiliate 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 major, the Department of Finance offers a specialized track in Financial Analysis. (See below for requirements.)
Finance (B.S.)

The Department of Finance offers the Bachelor of Science (B.S.) with a major 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 4440 Financial Planning
FIN 4630 Applied Portfolio Management*
FIN 4910 Finance Internship

*Course enrollment is by application only

Financial Analysis Track
Required:
Twenty-four 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.)

Seven (7) courses as follows:
FIN 3330 Fixed Income Securities and Markets
FIN 3630 Equity Securities and Markets
FIN 4230 Financial Management
FIN 4630 Applied Portfolio Management*
FIN 4650 Derivative Securities and Markets
ACCT 3110 Financial Reporting I**
ACCT 4110 Financial Reporting II**

And one (1) course selected from the following:
FIN 3160 Real Estate
FIN 4250 International Financial Management
FIN 4911 Financial Analysis Internship

*Course enrollment is by application only
**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 minimum 2.7 cumulative SLU GPA is a prerequisite for 3000 and 4000 level accounting courses.

Information Technology Management

Reuven R. Levy, 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. Levy, Ph.D.

The Operations and Information Technology Management Department offers a major in Information Technology Management (ITM). This major 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 BS 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 working 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.)
The Department of Operations and Information Technology Management offers the Bachelor of Science (B.S.) with a major 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 Enterprise Applications Development
- 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 3900 Applied Enterprise Systems Implementation
- 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. ACCT4250 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 Benmamoun, Ph.D.
- Jase Ramsey, Ph.D.
- Nitish Singh, Ph.D.
- Hongxin John Zhao, Ph.D.

The International Business major is designed to provide students with a holistic approach to understanding the interconnections of globalization and its implications on the company's performance. Students of international business learn about the impact and implementation of international business practices in the modern marketplace and examine various strategic options that managers consider in assessing international market potentials. Students learn the importance of analyzing the national differences in the political, economic, cultural and legal systems. The international business major prepares students to think in a multi-disciplinary fashion when analyzing and assessing the factors that can change the firm's global presence into global excellence. Students are introduced to the necessary tools to make decisions on foreign market selections, entry mode strategies, international products customization and global multi-point competitive strategies.

Students majoring 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 global immersion courses offered during the spring semester. Destinations include Panama City, Panama and Budapest, Hungary where students work closely on finding business solutions with business managers of actual companies in these cities. Full semester options are broad and include partnerships with overseas business schools in Aarhus, Denmark; Angers, France; Antwerp, Belgium; Beijing, China; Hong Kong; Jonkoping, Sweden; Nurnberg, Germany; and Seoul, South Korea. There are also numerous partnerships managed through the university with destinations around the world. Students majoring in international business are also encouraged to participate in several extra-curricular opportunities available within the department such as corporate mentorship by senior international business executives and international business oriented internships.

**International Business (B.S.)**

The Department of International Business offers the Bachelor of Science (B.S.) with a major 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.)

**Two (2) courses as follows:**
- IB 3100 Geopolitics of World Business
- IB 3160 Cultural Differences in International Business

**Three (3) 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**
- IB 4910 International Business Internship
- IB 4930 Special Topics in International Business

*Students may test out of up to six credits of foreign language.  **Various immersion locations; only one may be used to satisfy IB major requirements.
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 majors 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.)

The Department of Management offers the Bachelor of Science (B.S.) with a major 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) major 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 Major 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
Marketing (B.S.)

The Department of Marketing offers the Bachelor of Science (B.S.) with a major 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 Systems
MKT 3400 Integrated Marketing Communications
MKT 3500 Sports Marketing
MKT 3600 Marketing Research
MKT 3700 Social Media and Digital Marketing
MKT 4300 Retail Management
MKT 4440 Personal Selling
MKT 4450 Sales Management
MKT 4550 International Marketing
MKT 4600 Brand Management
MKT 4910 Marketing Internship

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

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

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

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

Marketing Communications: MKT 3400, MKT 4440, MKT 4600

Sports Business

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

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

The Sports Business major is interdisciplinary and includes courses from management, marketing, economics, and IT management. This mix of courses gives students majoring in sports business the skills needed for careers in the fields of college and amateur athletics, facility and event management, professional teams and leagues, sport merchandising, leisure and fitness and sports media. Students pursuing a degree in sports business are strongly encouraged to complete a sports business internship. Internship opportunities include the Saint Louis Cardinals, Saint Louis Blues, Gateway Grizzlies, Gateway Motorsports Park, SLU’s athletics department, and many more.

The sports industry generates hundreds of billions of dollars each year. Major sports teams, universities, and recreational leagues employ men and women educated in sports business to conduct daily business operations. Entire operational teams work behind the scenes of any sport. These operational teams include front-office management and operations, sports marketing and communication, licensing and representation, sponsorship development, the media and more. In addition, there are sports related positions with other types of organizations, such as sports marketing for a corporation. A degree in sports business provides sports minded students – with a head for business – opportunities for careers in many fields.

Sports Business (B.S.)

The John Cook School of Business offers the Bachelor of Science (B.S.) with a major 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
MINORS
(available to business and non-business students unless otherwise indicated)

In addition to a chosen area of major, students may complete one or more minors in business. The requirements for the minors are listed below. Students are responsible for completing any prerequisites as required. A minimum 2.0 cumulative GPA is required in minor coursework.

A course may not be used to fulfill requirements in two areas, major and/or minor, unless otherwise indicated. IB 3100 may not be used to fulfill IB major and Globalization and Technology minor; it may be used to fulfill the requirements in only one area.

All Courses in this catalog section are 3 credits

Accounting
18 to 24 credits, depending on electives selected (Students must earn a grade of “C” or higher in all courses used to fulfill the minor. Students must have a minimum 2.7 cumulative SLU GPA to enroll in 3000 or 4000 level accounting courses.)

Required:
- ACCT 2200 Financial Accounting
- ACCT 2220 Accounting for Decision Making
- 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 Administration (available ONLY to non-business students)
30 credits

Required:
- ACCT 2200 Financial Accounting
- ACCT 2220 Accounting for Decision Making
- 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

Business Analytics
18 to 21 credits, depending on electives selected.

Required:
- ITM 2000 Information Technology with Supply Chains
- OPM 2070 Introductory Business Statistics (or equivalent)
- 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 majors must take ITM 3550 and ITM 4700 since MKT 4650 is a required marketing course and cannot also fulfill the minor requirements.

Economics
24 credits (Students must maintain a minimum 2.0 GPA in all economics courses used to fulfill minor requirements. If the minor GPA falls below 2.0, students will have one semester to increase minor GPA to a 2.0 or students will not be allowed to enroll in 3000 and 4000 level economics courses.)

Required:
- OPM 2070 Introductory Business Statistics
- ECON 1900 Principles of Economics
- ECON 3010 Introduction to Econometrics
- ECON 3120 Intermediate Macroeconomics
- ECON 3140 Intermediate Microeconomics

And three 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**  
18 credits  

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

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

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

**Required:**  
ECON 1900 Principles of Economics  
OPM 2070 Introductory Business Statistics  
ACCT 2200 Financial Accounting  
ACCT 2220 Accounting for Decision Making  
FIN 3010 Principles of Finance  
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**  
21 credits  

**Required:**  
ECON 1900 Principles of Economics  
IB 2000 Introduction to International Business  
ITM 2000 Information Technology with Supply Chains  
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  

**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**  
18 credits  

**Required:**  
MGT 2000 Legal Environment of Business I  
MGT 3000 Management Theory and Practice  
MGT 3300 Management of Human Resources  
MGT 4301 Talent Management  
MGT 4302 Compensation  

**Information Technology Management**  
15 credits (Any of the ITM courses may be waived if appropriate material has been covered in previous course; however, the waiver requires substitution of an additional ITM course.)  

**Required:**  
ITM 2000 Information Technology with Supply Chains  

**And four courses selected from the following:**  
ITM 2500 Spreadsheet and Database Productivity  
ITM 3100 Enterprise Applications Development  
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 3900 Applied Enterprise Systems Implementation  
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**  
18 Credits  

**Required:**  
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*

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

Leadership and Change Management
15 credits

Required:
MGT  3000  Management Theory and Practice
MGT  3100  Organization Behavior
MGT  3300  Management of Human Resources
MGT  4101  Fundamentals of Leadership

And one course selected from the following*:
MGT  3200  Managing Ideas in Entrepreneurial Firms*
MGT  3201  Social Entrepreneurship*
MGT  3301  Negotiations and Conflict Resolution
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
15 credits

Required:
MKT  3000  Introduction to Marketing Management

And 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
MKT  4900  Marketing Strategy
MKT  4910  Marketing Internship

Service Leadership (available ONLY to business majors—See Co-curricular Program for Business Majors)

Required:
200 hours of Community Service
12 Leadership Workshops
15 credits of coursework* including three, 1 credit leadership courses: BIZ 1200, BIZ 2200, and BIZ 3200

*15 credits can be fulfilled through the normal business degree requirements.

Sports Business
15 to 27 credits, depending on electives selected

Required:
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:
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
18 credits

Required:
OPM  2070  Introductory Business Statistics
OPM  3050  Introduction to Management Sciences and Operations Management
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

*Available only to seniors with a minimum 3.0 cumulative SLU GPA

**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 Program 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 earn a minor in Service Leadership on their transcript.

Requirements:

- 200 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 200 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.