The John Cook School of Business is honored to be among approximately 455 member schools accredited at both the undergraduate and the graduate levels by AACSB International - The Association to Advance Collegiate Schools of Business. The undergraduate business student core curriculum is comprised of a strong liberal arts component combined with studies in all business disciplines. The core curriculum is enhanced by advanced courses in business administration or a business concentration of the student's choice. This affords both important breadth and depth of knowledge necessary to prepare students for success in today's diverse and highly technical business world.

Undergraduate Degree Offered

The John Cook School of Business offers students an extensive array of University courses in business fields of study. The school's undergraduate degree program offers a Bachelor of Science in Business Administration (B.S.B.A.) in the areas of concentration listed below. Supporting areas and certificate programs are also available. Requirements for the areas of concentration, the supporting areas and certificates are listed in the following pages.

Areas of Concentration
(available ONLY to business students)
Accounting
Economics
Engineering Management
Entrepreneurship
Finance
Human Resource Management
International Business
Management
Management Information Systems
Marketing

Supporting Areas
(available ONLY to business students)
Accounting
Economics
Finance
Human Resource Management

International Business
Management
Management Information Systems
Marketing

Certificates
Service Leadership (available only to business students)
Business Administration (available only to non-business students)
Human Resource Management (available only to psychology majors)
Management Information Systems (available only to non-business students)
Marketing (available only to communication majors)

In addition, the business school participates in the University's Honors Program and Pre-Law Program. Business students are also encouraged to explore other major, minor and certificate options available outside of the School of Business to supplement their studies.

Degree Requirements

The requirements for a Bachelor of Science degree in Business Administration are as follows (Requirements for the B.S.B.A. with an Engineering Management concentration are listed under that concentration):

Business Core: (42 Hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC-B220</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC-B222</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECN-B190</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECN-B312</td>
<td>Intermediate Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECN-B314</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN-B301</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>IBS-B200</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>MIS-B200</td>
<td>Introduction to Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>DSC-B207</td>
<td>Introductory Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>DSC-B305</td>
<td>Introduction to Management Sciences and Production Systems</td>
<td>3</td>
</tr>
<tr>
<td>MKT-B300</td>
<td>Introduction to Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT-B218</td>
<td>Legal Environment of Business I</td>
<td>3</td>
</tr>
<tr>
<td>MGT-B300</td>
<td>Management Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>MGT-B400</td>
<td>Strategic Management and Policy</td>
<td>3</td>
</tr>
</tbody>
</table>

A rea Of Business Concentration: (15-18)

Electives in Business Or Other Areas: (3-15)
Liberal Arts Requirements: (54 hours)

ENG-A150 Process of Composition* 3
ENG-A190 Strategies of Rhetoric and Research 3
ENG-A202, 220, 230 or 240* 3
ENG-A400 (highly recommended), English Literature course, or
Fine and Performing Arts course** 3
CMM-A120 Introduction to Public Speaking 3
HS-A111 Origins of the Modern World to 1600 3
HS-A112 Origins of the Modern World 1600 to Present 3
PSYA101 General Psychology 3

One additional course in History, Political Science, African American Studies, Sociology, Psychology, Women’s Studies, or American Studies 3
MTA120 College Algebra* 3
MTA132 Survey of Calculus 3
Any two natural science courses 6
PL-A105 Introduction to Philosophy 3
PL-A205 Ethics 3
THA100 Theological Foundations 3
THA200/300 Theology course 3

One additional course in Philosophy or Theology 3

Total Hours Required for Degree: 120***

* Course may be waived for advanced students and replaced by a Liberal Arts elective.
** Upper division foreign language may be taken in lieu of literature requirement (six hours). However, students for whom English is a second language may not complete both literature courses in their native language.
*** Students with a concentration in Engineering Management must complete 135-136 hours. Accounting students may complete the 120 hour or 150 hour program.

Electives

Electives are courses selected by the student. Students who are exempt from lower level English and/or Math requirements will need to replace each course with a Liberal Arts elective to satisfy the 54 credit hours of liberal arts requirement. In addition, a student may have other electives that are needed to satisfy the degree requirement of 120 credit hours. These electives may be chosen from any area of study within the University, thus giving the student the opportunity to diversify his/her background.

Area of Business Concentration

In addition to completing lower and upper division course work in all areas of business, each student selects a business concentration usually by the junior year. Required hours vary between 15 and 18 hours, and are determined by the appropriate department. To broaden their expertise, students may complete more than one area of concentration in business, or an area of concentration and a supporting area in business. However, where courses overlap between two business areas, the course may be counted only once and credited to a single functional area (for instance, International Finance may be used in either the Finance concentration or the International Business concentration—not both). Students may pursue certificates, minors, and even majors offered in fields outside of business (see those programs for requirements). The following is one possible sequence of courses to complete the business degree:

Typical Course of Study

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core: ENG-A150</td>
<td>Core: ENG-A190</td>
</tr>
<tr>
<td>Core: PSYA101</td>
<td>Core: CMM-A120</td>
</tr>
<tr>
<td>Core: MF-A120</td>
<td>Core: ECN-B190</td>
</tr>
<tr>
<td>Core: HS-A111</td>
<td>Core: ACC-B222</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core: Natural Science</th>
<th>Core: MT-A132</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core: MGTB218</th>
<th>Core: HS-A112</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC-B220</td>
<td>ECN-B214</td>
</tr>
<tr>
<td>DSC-B207</td>
<td>Core: PL-A205</td>
</tr>
<tr>
<td>Core: TH-A100</td>
<td>Core: PL-A105</td>
</tr>
<tr>
<td>Core: IBS-B200</td>
<td>Core: PL-A105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core: ENG-A400, Lit or FPA</th>
<th>Core: ENG-A202, 220, 230 or 240</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core: MKTB300</td>
<td>Core: Social Science</td>
</tr>
<tr>
<td>Core: FINB301</td>
<td>Business Concentration</td>
</tr>
<tr>
<td>Core: MGTB300</td>
<td>Business concentration</td>
</tr>
<tr>
<td>Core: ECNB302</td>
<td>DSC-B305</td>
</tr>
<tr>
<td>Core: TH-A100</td>
<td>Core: PL-A105</td>
</tr>
<tr>
<td>Core: IBS-B200</td>
<td>Core: PL-A105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core: TH-A2XX/3XX</th>
<th>Business Concentration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core: Business concentration</td>
<td></td>
</tr>
<tr>
<td>Core: Concentration or elective</td>
<td>Core: PL/TH upper level</td>
</tr>
<tr>
<td>Core: Natural science</td>
<td>Elective</td>
</tr>
</tbody>
</table>

Total Hours Required for BSBA Degree: 120*

* Students with a concentration in Engineering Management must complete 135-136 hours. Accounting students may complete the 120 hour or 150 hour program.

General Information

Admission Requirements

The minimum GPA requirement for admission to the Accounting program is 2.5 for both freshmen and transfer students. The minimum GPAs for all other business school programs are 2.5 for freshmen and 2.0 for transfer students. Transfer credit from other universities may be accepted into a business school degree or certificate program only at the strict discretion of the Dean of the School of Business.

Transfer Credit Guidelines

Students interested in transferring credit from another institution should contact the School of Business to determine applicability of transfer work. Classified, degree-seeking students in the School of Business may NOT take courses concurrently at other institutions without prior permission of the Dean of the School of Business. All requests are made in writing through the formal petition process.

Academic Advising

Freshmen in business degree programs are advised through Academic Services. Special advising is given through the Honors Program office and Student Educational Services. As business students enter their sophomore year, provided they are in good academic standing, they receive their advising in Undergraduate Student Services of the business school. In addition, students are assigned a faculty mentor from their chosen area of concentration.

Academic Integrity

See section under University Academic Policies and Procedures

Academic Probation, Suspension and Dismissal

See section under University Academic Policies and Procedures

Internship and Cooperative Education Programs

Available to advanced business students (Juniors, Seniors),
Internships and Co-ops are structured situations where classroom learning meets with practical, career-related work experience. Internships and Co-ops provide students with an opportunity to learn in a real work environment with practicing professionals in the field. The typical length of an internship or co-op is one to two semesters; however, a student may be involved in several experiences over one to two years with each experience offering more challenge than the last.

To participate, students must be in good academic standing and complete the application process in accordance with school guidelines. Additionally, students must have completed at least 60 hours of credit by the end of the term in which they apply for the internship. Transfer students must have completed at least 15 hours of study in the School of Business to apply for an internship. Students earning a Certificate in Business Administration may qualify for an internship or co-op if they have completed the same academic requirements as a business major.

Student interns work an average of 15-20 hours per week during Fall and Spring semesters and full-time during the Summer. A Co-op on the other hand is considered full-time employment. Internships can be paid or unpaid. Either may also provide up to three hours of course credit within the curriculum structure when formalized through the Program Coordinator.

For all internships and co-ops, a written agreement is developed and signed by the student, site supervisor, and faculty sponsor or program coordinator outlining specific goals and objectives for the student to achieve during the experiential learning period. A site visit by the program coordinator will verify that the placement provides the opportunity for a quality learning experience. Finally, midterm and final evaluations will be used to evaluate the intern and overall success of the learning experience.

**Study Abroad**
Students are encouraged to take advantage of one of the many study abroad opportunities available. In addition to the SLU campus in Madrid, Spain, programs of study are offered in France, Germany, Sweden, Belgium and China as well as many other countries. For more information, see the school’s Department of International Business. As with any transfer work, students will need to meet with an academic advisor to determine which courses to take, and obtain approvals as needed by petition. Some programs require a minimum g.p.a. to be eligible to attend. Because of the residency requirement (the last 30 hours must be taken at the St. Louis campus), students will want to plan studying abroad in their sophomore year or early in their junior year.

**Undergraduate Students taking Graduate Business Courses**
Undergraduate students are generally discouraged from taking graduate business courses. However, seniors with at least a 3.0 g.p.a. may petition to take up to six hours of graduate courses in the last semester of their senior year. Approval by both the Department Chairperson and the Associate Dean is required.

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

**Graduation Requirements**
To be certified for graduation, a student is required to complete all course requirements and to meet all of the following conditions:

1. Have a minimum 2.0 cumulative average in all SLU coursework. Accounting students must have a minimum 2.5 cumulative average in all SLU coursework and receive grades of “C” or better in all accounting courses counted toward the concentration.
2. Have a minimum 2.0 g.p.a. in all business coursework taken at the St. Louis campus.
3. Have a minimum of 54 hours of Liberal Arts core courses completed.
4. Complete the final 30 hours in residence at the St. Louis campus.
5. Complete at least 50% of business coursework in residence at the St. Louis campus.
6. Students transferring from the SLU-Madrid campus must complete a minimum of 40 hours of coursework, including a minimum of 30 hours of business coursework, in residence at the St. Louis campus.

**Graduation Honors**
Graduation honors are announced at the time of graduation as follows:

- Cum Laude = 3.3 g.p.a.
- Magna cum laude = 3.5 g.p.a.
- Summa cum laude = 3.8 g.p.a.

Average gpa for graduation honors are computed only on the basis of coursework taken at Saint Louis University. To be eligible for honors, transfer students must complete a minimum of 54 hours at Saint Louis University.

## Areas of Concentration

### Accounting

[SLUACC.SLU.EDU/](http://SLUACC.SLU.EDU/)

**Ananth Seetharaman, Ph.D., Chair**

**Faculty:**

- Denise Guithues-Amrhein, Ph.D., C.P.A.
- Debbie Barbeau, MAcc., C.P.A.
- James P. Jennings, Ph.D., C.P.A., C.M.A.
- John P. Keithley, Ph.D., C.P.A.
- John N. Kissinger, Ph.D., C.P.A.
- John R. McGowan, Ph.D., C.P.A.
- Ananth Seetharaman, Ph.D., 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. Accountants heavily interact with others in decision-making and problem solving in modern business. With the accounting concentration, students gain an understanding of how information is identified, measured, communicated and used. Essentially, accountants are trained in the area of information processing and analysis.

Students may choose to graduate with the 120-hour bachelor’s degree. However, students who plan to take the C.P.A. Examination will be required to have 150 hours of college credit as a prerequisite for sitting for the exam. Students may accumulate the 150 required hours by completing two areas of concentration at the undergraduate level. This option may be especially attractive for students who transfer hours earned through advanced programs in high school. The Master of Accounting degree program is also offered to qualified students who choose to complete the additional required hours at the graduate level. To be considered for this graduate program, students should take the GMAT and complete the application process during the first term of their senior year of study.
The Department of Accounting offers the Bachelor of Science in Business Administration degree with a concentration in accounting.

**Accounting (B.S.B.A.)**

**Required:**
Eighteen (18) hours in addition to ACCB220 and ACCB222 which are taken as Business Core requirements. Accounting students must have a grade of C or better in all accounting courses counted toward the concentration and an overall GPA of at least 2.50.

**15 hours as follows:**
- ACCB311 Financial Reporting I
- ACCB322 Cost Management
- ACCB411 Financial Reporting II
- ACCB425 Accounting Information Systems
- ACCB430 Federal Income Tax I

**3 hours selected from the following:**
- ACCB320 Corporate Financial Reporting
- ACCB412 Financial Reporting III
- ACCB432 Federal Income Tax II
- ACCB440 Auditing
- ACCB480 Accounting Internship

---

**Economics (B.S.B.A.)**

**Required:**
Fifteen (15) hours in addition to ECNB190, ECNB312, and ECNB314, which are taken as Business Core requirements.

**15 hours selected from the following:**
- ECNB379 Economic, Political and Social Development in Latin America
- ECNB408 Industrial Organization and Public Policy
- ECNB410 Urban and Regional Economics
- ECNB416 History of Economic Analysis
- ECNB420 Money and Banking
- ECNB430 International Economics
- ECNB451 Exchange Rates and the Global Economy
- ECNB440 Labor Economics
- ECNB456 Economic Development
- ECNB460 Economics of the Government Sector
- ECNB477 Introduction to Econometrics
- ECNB493 Special Topics in Economics

---

**Finance**

**www.slu.edu/departments/economics**

**Muhammad Q. Islam, Ph.D., Chair**

**Faculty:**
- Heather L. Bednarek, Ph.D.
- Muhammad Q. Islam, Ph.D.
- Hailong Qian, Ph.D.
- David E. Rapach, Ph.D.
- Jaek K. Strauss, Ph.D.
- Adel Vaghese, Ph.D.
- Patrick J. Welch, Ph.D.
- Bonnie E. Wilson, Ph.D.

The Department of Economics offers a major through both the John Cook School of Business (B.S.B.A. in Economics) and the College of Arts and Sciences (B.A. in Economics).

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

The knowledge and skills that the student of economics acquires are useful in almost all professions and are highly desirable for employment requiring strong analytical and problem-solving skills. Students of economics find employment in both private business and in government service. Many students in economics have also gone on for graduate training in business, economics, law, and public policy, among other areas.

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

---

**Finance (B.S.B.A.)**

**Required:**
Eighteen (18) hours in addition to FINB301 which is taken as a Business Core requirement.

**9 hours as follows:**
- FINB323 Financial Management
- FINB365 Derivative Securities and Markets
- FINB433 Fixed Income Securities and Markets
- FINB363 Equity Securities and Markets

**9 hours selected from the following:**
- FINB314 Insurance
- FINB316 Real Estate
- FINB323 Financial Management
- FINB353 International Financial Management
- FINB365 Derivative Securities
- FINB373 Commercial Banking
International Business
bibli.slu.edu/academic

Seung H. Kim, Ph.D., Chair

Faculty:
David Boggs, Ph.D.
Seung H. Kim, Ph.D.
John Loughlin, Ph.D.
Janet Y. Murray, 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. Our economy today is increasingly global in nature. Students examine how differences in language, communication, social interaction, work attitudes, relationships, economics, politics, pace of life and social structures affect global commerce.

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

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

Required:
Fifteen (15) hours from at least THREE areas in addition to IBS-B200 which is taken as a Business Core requirement and twelve (12) to reign language credit hours.

15 hours selected from the following:
IBS-B302 Latin American Business
IBS-B304 Asian Business
IBS-B480 International Business Internship
ECN-B379 Economic, Political, and Social Development in Latin America
ECN-B416 History of Economic Analysis
ECN-B450 International Economics
ECNB-431 Exchange Rates and the Global Economy
ECN-B456 Economic Development
FIN-B355 International Financial Management
MGTB426 International Human Resource Management
MKTB455 International Marketing

Management
www.slu.edu/departments/management

Scott R. Safranski, Ph.D., Chair

Faculty:
Laurel Boone, J.D.
Robert H. Brockhaus, Ph.D.
Ellen M. Harshman, Ph.D., J.D.
David M. Kaplan, Ph.D.
Jim A. Katz, Ph.D.
Carl P. Maertz, Jr., Ph.D.
Gerald E. Parker, Ph.D.
James Rittenbaum, M.B.A., J.D.
Scott R. Safranski, Ph.D.
Michael C. Shaver, Ph.D.
Philipp A. Stoeberl, Ph.D.

The Management program at Saint Louis University's John Cook School of Business focuses on both the human and organizational aspects of the workplace, including behavioral and technical areas. Today's dynamic business environment demands graduates who can effectively handle decisions, work with, or lead people. Emphasis is placed on motivating people with a manager's skill and insight.

The Department of Management offers the Bachelor of Science in Business Administration degree with concentrations in Leadership and Change, Management, Human Resource Management, and Entrepreneurship. Each concentration requires management coursework in addition to the Business Core requirements. The specific requirements for each concentration are listed below.

Management (B.S.B.A.)

Required:
Eighteen (18) hours in addition to MGTB218, MGTB300 and MGTB400, which are taken as Business Core requirements.

6 hours as follows:
MGTB310 Management of Human Resources
MGTB312 Organization Behavior

6 hours of concentration core electives selected from the following:
MGTB415 Current Problems in Management
MGTB41X Organization Failure, Change & Transformation
MGTB41XX Fundamentals of Leadership

6 hours of breadth electives selected from the following:
MGTB320 Entrepreneurship
MGTB414 Training and Development
MGTB418 Employment Law: Concepts and Applications
MGTB421 Business Plan Development
MGTB422 Introduction to Family Business
MGTB480 Management Internship
PSY-A447 Small Group Behavior
CMA-A421 Organization Culture*
CMA-A422 Conflict Mediation/Negotiation/Bargaining*

One of the three concentration core electives (MGTB415, MGTB41X, MGTB41XX) not taken to satisfy the previous requirement may be taken.

* Leadership and Change Management students must complete MGTB300 prior to taking either of the communication electives.

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

Required:
Eighteen (18) hours in addition to MGTB218, MGTB300 and MGTB400, which are taken as Business Core requirements.

6 hours as follows:
MGTB310 Management of Human Resources
MGTB312 Organization Behavior

6 hours of concentration core electives selected from the following:
MGTB411 Employment, Placement and Personnel Planning
MGTB413 Compensation
MGTB414 Training and Development

6 hours of breadth electives selected from the following:
MGTB415 Current Problems in Management
MGTB418 Employment Law: Concepts and Applications
MGTB411 Employment, Placement and Personnel Planning
MGTB413 Compensation
MGTB414 Training and Development

6 hours of breadth electives selected from the following:
MGTB415 Current Problems in Management
MGTB418 Employment Law: Concepts and Applications
MGTB422 Introduction to Family Business
MGTB424 Workforce Management
CMM-A422 Conflict Mediation/Negotiation/Bargaining*

One of the three concentration core electives (MGTB411, MGTB413, MGTB414) not taken to satisfy the previous requirement may be taken.

* Human Resource Management students must complete MGTB300 prior to taking either of the communication courses.

Entrepreneurship (B.S.B.A.)

Required:
Eighteen (18) hours in addition to MGTB218, MGTB300 and MGTB400, which are taken as Business Core requirements

6 hours as follows:
MGTB320 Entrepreneurship
MGTB421 Business Plan Development

6 hours of concentration core electives selected from the following:
MGTB310 Management of Human Resources
MGTB312 Organization Behavior
MGTB415 Current Problems in Management
MGTB422 Introduction to Family Business
MGTB424 Workforce Management
MGTB480 Management Internship

3 hours of breadth electives selected from the following:
MKTB340 Promotional Strategy
MKTB360 Marketing Research
MKTB444 Personal Selling

3 hours of breadth electives selected from the following:
FIN-B316 Real Estate
FIN-B323 Financial Management

Management Information Systems (MIS)
dmis.slu.edu

Richard G. Mathieu, Ph.D., Chair

Faculty:
Mark E. Ferris, Ph.D.
Joseph Guilliams, M.B.A.
Donald E. Hardaway, Ph.D.
Xiaoqiang Huang, Ph.D.
Lawrence Jones, Ph.D.
NoKyoon Kwak, Ph.D.
Ik-Whan Kwon, Ph.D.
Cynthia M. Lerouge, M.S.
Reuven Leavary, Ph.D.
Richard G. Mathieu, Ph.D.
Fred Niederman, Ph.D.

MIS involves using information technology to serve organizational and individual purposes. Students of MIS will learn the basics of using and developing information technologies and the role of information technologies in organizations. Students will also practice computer technology skills, including programming. With the growing pervasiveness of information technology in all walks of modern life, an MIS concentration will prepare students for the ever-changing business world in the future.

The Department of Decision Sciences and Management Information Systems offers the Bachelor of Science in Business Administration degree with a concentration in management information systems.

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

Required:
Eighteen (18) hours in addition to MIS-B200 which is taken as a Business Core requirement.

18 hours as follows:
MIS-B310 Program Development Techniques
MIS-B320 Object Oriented Programming
MIS-B330 Database Management Systems
MIS-B410 Systems Analysis and Design
MIS-B435 Data Communications & Networking
MIS-B450 Web-based Applications and Architectures

Additional MIS electives (not required for concentration):
MIS-B445 Web Site Design and Development
MIS-B350 Information Security Management
MIS-B360 Global Information Management
MIS-B480 MIS Internship
ACC-B425 Accounting Information Systems

Marketing
www.slu.edu/departments/marketing

Brian D. Till, Ph.D., Chair

Faculty:
Lynn S. Amine, Ph.D.
Mark J. Arnold, Ph.D.
Paul D. Boughton, Ph.D.
Brrett A. Boyle, Ph.D.
Marketing includes almost everything that happens to a product/service from the time the idea is conceived to the final sale and customer satisfaction after the sale. Marketing develops and tests product concepts, designs merchandising and promotional campaigns, creates and manages the relationship with the customer, collects and analyzes information about the marketplace and creates and carries out the sales plans that generate revenue for a firm.

The Department of Marketing offers the Bachelor of Science in Business Administration degree with a concentration in marketing.

Marketing (B.S.B.A.)

Required:
Eighteen (18) hours in addition to MKT-B300 which is taken as a Business Core requirement.

9 hours as follows:
MKT-B360 Marketing Research
MKT-B465 Marketing Decision Models
MKT-B490 Marketing Policy

9 hours selected from the following:
MKT-B3500 Marketing Channels and Distribution Systems
MKT-B340 Promotional Strategy
MKT-B430 Retail Management
MKT-B440 Buyer Behavior
MKT-B444 Personal Selling
MKT-B445 Sales Management
MKT-B455 International Marketing
MKT-B480 Marketing Internship

Comprehensive Business
business.slu.edu/ug

The basic role of the comprehensive business concentration is to provide the student with a strong academic business foundation. The objective of the program is development of the individual’s knowledge of the business area and exposure to advanced concepts in several fields of study.

The concentration requires 18 hours of upper division course work, beyond the Business Core requirements, with at least nine of the 18 hours in 400-level courses. All designated prerequisites for individual courses must be met.

Engineering Management

With the engineering management concentration, students will combine technical knowledge of products and production systems with the study of business management. Students in this program will study business theory and practice along with the study of science, mathematics and engineering. Graduates of this program will be able to build successful careers in businesses where technical knowledge is highly valued.

Together, the John Cook School of Business and Parks College of Engineering and Aviation offer the Bachelor of Science in Business Administration degree with a concentration in engineering management.

Engineering Management (B.S.B.A.)

Required:
The requirements for a Bachelor of Science in Business Administration degree with a concentration in Engineering Management are as follows:

Liberal Arts Requirements: (36 Hours)
ENG-A190 Strategies of Rhetoric and Research ............. 3
ENG-A2XX ENG-A202, 220, 230, or 240 ............. 3
ENG Lit. or ENG-A400, or Fine & Perform Arts ......... 3
CMN-A120 Intro to Public Speaking ...................... 3
HS-A111 Origins of the Modern World to 1600 ............ 3
HS-A112 Origins of the Modern World 1600 to Present .... 3
PSY-A101 General Psychology ........................... 3
PL-A105 Introduction to Philosophy ............... 3
PL-A205 Ethics ........................................... 3
PL or TH One Additional Course in PL or TH ............ 3
TH-A100 Theological Foundations ................... 3
TH-A200/300 Upper Level Theology Course ............ 3

Business Core Requirements: (42 Hours)
ACC-B220 Financial Accounting ......................... 3
ACC-B222 Managerial Accounting ....................... 3
DSC-B207 Introductory Business Statistics ............... 3
DSC-B305 Introduction to Management Sciences and Production Systems .................. 3
ECN-B190 Principles of Economics ......................... 3
ECN-B312 Intermediate Macroeconomics .............. 3
ECN-B314 Intermediate Microeconomics ............. 3
FIN-B301 Principles of Finance ......................... 3
IFS-B200 Introduction to International Business .... 3
MGT-B218 Legal Environment of Business I ............ 3
MGT-B300 Management Theory & Practice .............. 3
MGT-B400 Strategic Management and Policy ........... 3
MKT-B300 Intro to Marketing Management .......... 3
MIS-B200 Intro to Management Information System .... 3

Other Business Requirements: (15 Hours)
15 hours beyond the Business Core Requirements. Courses must be approved by the Faculty Advisor in the School of Business.

Science Requirements: (12 Hours)
CHA-A151 & CHA-A152 Engineering Chemistry & Lab ...... 4
PH-P161 & PH-P162 Engineering Physics I & Lab ....... 4
PH-P163 & PH-P164 Engineering Physics II & Lab .... 4

Mathematics & CS Requirements: (15-16 Hours)
MT-A142 Calculus I ...................................... 4
MT-A143 Calculus II .................................... 4
MT-A244 Calculus III .................................. 4
CS-P125 Computer Science (4) or 
MIS-B310 Program Development Techniques (3) ........ 3-4

Engineering Requirements: (14-15 Hours)
ES-P101 Freshman Engineering I .......................... 2
ME-P201 Engineering Shop Practice ..................... 1
ES-P210 Statics ........................................ 3
*Specialized Engineering Option I or II or III (see below) ...8-9

*Specialized Engineering Options

Option I: Flight Sciences (9 hours)
AE-P200 Intro to Aeronautics & Astronautics ......... 1
AE-P320 Performance ................................... 1
AE-P322 Astrodynamics .................................. 1

Option II: Basic Sciences (9 hours)
ME-P200 Foundations of Engineering Design ....... 1
ES-P310 Mechanics of Solids ............................ 1
and select one of the following:
ES-P220 Thermodynamics
ES-P322 Fluid Dynamics
ME-P345 Machine Design
ME-P351 Material Science

Option III: Electrical Science (8 hours)
EE-P201 Electrical Engineering
EE-P202 Electrical Engineering Lab
EE-P205 Digital Design
EE-P206 Digital Design Lab

Total Hours: 135-136

Supporting Areas

(Available ONLY to Business Students)

Business students may complete a supporting area of study in addition to their chosen area of concentration in any of the following departments. The requirements for the supporting areas are listed below. (Students are responsible for completing any prerequisites as required.)

Accounting
12 hours
ACC-B311 Financial Reporting I

And any three of the following:
ACC-B320 Corporate Financial Reporting
ACC-B322 Cost Management
ACC-B411 Financial Reporting II
ACC-B412 Financial Reporting III
ACC-B425 Accounting Information Systems
ACC-B430 Federal Income Tax I
ACC-B432 Federal Income Tax II

Economics
9 hours

Any three Economics courses (excluding ECN-B480) beyond ECN-B190, B312 and B314.

Finance
12 hours
FIN-B323 Financial Management
or
FIN-B365 Derivative Securities and Markets
and
FIN-B333 Fixed Income Securities and Markets
FIN-B363 Equity Securities and Markets

One additional 3 hour Finance course

Human Resource Management
12 hours
MGT-B310 Management of Human Resources
MGT-B312 Organization Behavior

And any two of the following:
MGT-B411 Employment, Placement and Personnel Planning
MGT-B413 Compensation
MGT-B414 Training and Development
MGT-B418 Employment Law: Concepts and Applications
MGT-B426 International Human Resources Management
MGT-B428 Legal Environment of Business II

MGT-B438 Cyberlaw
MGT-B480 Management Internship

International Business
12 Hours

Any 9 hours of International Business courses from at least two areas offered through the School of Business (excluding IBS-B200).

AND

One additional 3 hour course which can be taken outside of the business school with the approval of the Department of International Business; e.g. International History, Political Science, Sociology, Anthropology or Foreign Languages.

Management
12 hours
MGT-B312 Organization Behavior

And any three of the following:
MGT-B310 Management of Human Resources
MGT-B320 Entrepreneurship
MGT-B411 Employment, Placement, and Personnel Planning
MGT-B415 Compensation
MGT-B414 Training and Development
MGT-B415 Current Problems in Management
MGT-B418 Employment Law: Concepts and Applications
MGT-B421 Business Plan Development
MGT-B422 Introduction to Family Business
MGT-B426 International Human Resources Management
MGT-B428 Legal Environment of Business II
MGT-B438 Cyberlaw
MGT-B480 Management Internship

Management Information Systems
12 hours

Any four of the following:
MIS-B310 Program Development Techniques
MIS-B320 Object Oriented Programming
MIS-B330 Database Management Systems
MIS-B345 Web Site Design and Development
MIS-B360 Global Information Management
MIS-B410 Systems Analysis and Design
MIS-B435 Data Communications & Networking
MIS-B450 Web-based Applications & Architectures

Marketing
12 hours

Any four of the following courses:
MKT-B330 Marketing Channels and Distribution Systems
MKT-B340 Promotional Strategy
MKT-B360 Marketing Research
MKT-B430 Retail Management
MKT-B440 Buyer Behavior
MKT-B444 Personal Selling
MKT-B445 Sales Management
MKT-B455 International Marketing
MKT-B465 Marketing Decision Models
Certificate Programs

Certificate in Service Leadership
(Available ONLY to Business Students)

business slu.edu/sip

Saint Louis University strives to develop leaders who demonstrate competence, conscience, and commitment by integrating the strong traditions of Jesuit education with the fundamentals of leadership. The John Cook School of Business continues to serve the Saint Louis community by educating business graduates ready to assume leadership roles in a variety of occupations.

The Service Leadership program is designed to begin at the freshman/sophomore level for students seeking leadership development opportunities. Students complete an enriching program of service learning which emphasizes service to the community as a vital component of leadership. Participating students lead in serving their community while developing valuable leadership skills that will benefit them in their business careers.

Requirements:
* 15 Credit Hours of Specified Coursework
* 300 Hours of Community Service
* 6 Annual Leader Development Workshops

The coursework can be fulfilled through the normal business degree requirements. Courses may be chosen from an array of offerings in various disciplines such as African American Studies, Communications, History, Philosophy, Psychology, Public Policy, Sociology, Social Work, or Theology.

In cooperation with conveniently located community organizations, students select one or more non-profit agencies to serve the economically poor and marginalized of society. This service opportunity goes beyond academic coursework, social and governmental settings.

The Leader Development component provides students with opportunities for self-assessment, skill building and interaction. Each workshop design includes team-building exercises, topical discussion simulations, and a reflection activity. In addition to the requirements, each student develops a Personal Leadership Profile.

| Certificate in Business Administration                  |
| (Available ONLY to Non-Business Students)                |

In response to the demand for career oriented degree programs, the John Cook School of Business, in cooperation with other University departments, developed the Certificate in Business Administration. Students in degree programs outside the School of Business complete 30 hours of specified business coursework for this certificate. The following provides an outline of the courses which comprise the Certificate in Business Administration. A minimum 2.0 g.p.a. is required in coursework counted toward the certificate.

**Required Courses:**
- ACC-B220 Financial Accounting .......................... 3

<table>
<thead>
<tr>
<th>Elective Courses: Two courses selected from the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC-B207 Introductory Business Statistics .................. 3</td>
</tr>
<tr>
<td>ECN-B190 Principles of Economics ................................ 3</td>
</tr>
<tr>
<td>FIN-B301 Principles of Finance .................................. 3</td>
</tr>
<tr>
<td>MGT-B300 Management Theory and Practice .................... 3</td>
</tr>
<tr>
<td>MIS-B200 Introduction to Management Information Systems ... 3</td>
</tr>
<tr>
<td>MGT-B300 Introduction to Marketing Management ............ 3</td>
</tr>
<tr>
<td>Total Required Hours ........................................... 24</td>
</tr>
</tbody>
</table>

| Total Hours Required for Certificate ...................... 30 |

Certificate in Human Resource Management
(Available ONLY to Psychology Majors)

More and more organizations have realized that the quality of their workforces is one key way to build and sustain a competitive advantage in the fast-paced and rapidly changing business environment. The Certificate in Human Resource Management is designed to provide the student with technical skills and human relations knowledge to complement a degree in psychology.

The following provides an outline of the courses which comprise the Human Resource Management Certificate. A minimum 2.0 g.p.a. is required in coursework counted toward the certificate.

**Eighteen (18) hours as follows:**

**Required Courses:**

- MGT-B218 Legal Environment of Business I ................. 3
- MGT-B300 Management Theory and Practice .................. 3
- MGT-B310 Management of Human Resources .................. 3

| Total Required Hours ........................................... 9 |

<table>
<thead>
<tr>
<th>Elective Courses: Three courses selected from the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT-B411 Employment, Placement &amp; Personnel Planning .......... 3</td>
</tr>
<tr>
<td>MGT-B415 Compensation ........................................... 3</td>
</tr>
<tr>
<td>MGT-B414 Training &amp; Development ................................ 3</td>
</tr>
<tr>
<td>MGT-B418 Employment Law ......................................... 3</td>
</tr>
<tr>
<td>MGT-B426 International Human Resources Management .......... 3</td>
</tr>
<tr>
<td>MGT-B480 Management Internship ................................ 3</td>
</tr>
<tr>
<td>Total Elective Hours ............................................. 9</td>
</tr>
</tbody>
</table>

| Total Hours Required for Certificate ...................... 18 |

Certificate in Management Information Systems
(Available ONLY to Non-Business Students)

Students in degree programs outside the John Cook School of Business may earn a certificate in M.I.S. Any of the MIS courses may be waived if the appropriate material has been covered in
a previous course. However, the waiver will require substi-
tution of an additional MIS course. Students are responsible for
completing any prerequisites as required. A minimum 2.0 g.p.a.
is required in coursework counted toward the certificate.

Fifteen (15) hours taken as follows:

3 hours as follows:
MIS-B200 Introduction to Management Information Systems .3

12 hours selected from the following:
MIS-B310 Program Development Techniques
MIS-B320 Object Oriented Programming
MIS-B330 Database Management Systems
MIS-B345 Web Site Design and Development
MIS-B350 Information Security Management
MIS-B360 Global Information Management
MIS-B410 Systems Analysis and Design
MIS-B435 Data Communications & Networking
MIS-B450 Web-based Applications and Architectures

Certificate in Marketing
(Available ONLY to Communication Majors)

The John Cook School of Business allows declared commu-
nication majors who are taking coursework in advertising and pub-
lic relations to earn a Certificate in Marketing.

Completion of the Marketing Certificate provides an excellent
foundation in the marketing areas of promotions and consumer
behavior, and allows students to branch out into two additional
areas including retail, sales, and marketing research. Students are
responsible for completing any prerequisites as required. A mini-
mum 2.0 gpa is required in coursework counted toward the cer-

Required Courses:
ECN-B190 "Principles of Economics ......................... 3
MKT-B300 Introduction to Marketing Management .......... 3
MKT-B340 Promotional Strategy .......................... 3
MKT-B440 Buyer Behavior ................................. 3
Total Required Hours ................................. 12

Elective Courses:
Two (2) courses selected from the following:
MKT-B360 Marketing Research* ......................... 3
MKT-B430 Retail Management ........................ 3
MKT-B444 Personal Selling ................................ 3
MKT-B445 Sales Management .......................... 3
MKT-B455 International Marketing ....................... 3
MKT-B465 Marketing Decision Models ..................... 3
Total Elective Hours ............................... 6

Total Hours Required for Certificate .......................... 18

* Also fulfills 3 hours of social/behavioral science core
   requirement in the College of Arts & Sciences.
** To be taken only if student has had DSC-B207.