

**BSM HANDBOOK**  
**2011-2012**

*Bachelor of Science in Management*

**A. B. FREEMAN SCHOOL OF BUSINESS**  
**TULANE UNIVERSITY**



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## **Introduction and Mission**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## **Introduction**

Welcome to the Freeman School of Business and the BSM Program. Founded in 1914, the Freeman School, which is one of the fourteen charter members of The Association to Advance Collegiate Schools of Business (AACSB International), has been continuously accredited since 1916.

This handbook will acquaint you with the policies and procedures of the Freeman School and summarize the curriculum of the Bachelor of Science in Management (BSM) Program at Tulane University. Use this handbook as a guide in choosing courses and interpreting situations you may encounter as a Freeman School student. Please carefully read the sections about degree requirements, qualifications for academic honors, and academic probation. Ultimately, of course, you are responsible for understanding and successfully meeting the requirements for the degree. Your academic advisors are available to help you reach that goal and to assist you with the details. You may also confer with appropriate faculty, staff, and committee members for additional clarification and advice.

A complete list of Freeman School student organizations is included in this handbook. We encourage you to learn about these opportunities for membership in the areas of your choice. You should also read about the various undergraduate awards for which you might be eligible.

The business school campus consists of two buildings: Goldring/Woldenberg Hall I (primarily undergraduate studies) and Goldring/Woldenberg Hall II (primarily graduate studies). Occasionally, students may take classes in both buildings. Three-digit room numbers are located in Goldring/Woldenberg Hall I; four-digit room numbers are located in Goldring/Woldenberg Hall II. Administration and career services are located in Goldring/Woldenberg Hall I. Detailed explanations and locations of Freeman School facilities and services at your disposal are in the section “Freeman Links & Information,” which begins on page 97.

The faculty and staff of the Freeman School invite you to accept the challenge to excel and to participate actively in the productive and enriching experiences offered to you in the BSM program.

*This catalog is updated and published annually by the Office of Undergraduate Education of the A. B. Freeman School of Business at Tulane University.*

### **A. B. Freeman School of Business Mission Statement**

The mission of the A. B. Freeman School of Business is to be a leading private business school dedicated to preparing current and future business leaders to compete in global business and to advancing the practice of management through excellence in teaching, research, and service.

The school’s success is measured by the student demand for its academic programs, the placement and career achievements of its graduates, the scholarship and research publications of its faculty, the response to its outreach and service programs, the strength of its financial position, and the local, regional, national, and international recognition that it receives.

The mission is accomplished through sustaining a creative and intellectually stimulating environment conducive to the professional and personal development and growth of the school’s students, faculty, and staff through a commitment to excellence and continuous improvement in all of its endeavors.

### **BSM Program Mission**

The BSM program mission is to educate socially responsible business leaders with the intellectual capital necessary to succeed in a technologically sophisticated and dynamic global business environment. This is accomplished by the use of selective admission criteria, by building on a broad liberal arts education, and by a creative and rigorous curriculum which develops intellectual curiosity along with the skills and values needed to continuously learn, to adapt, and to ultimately advance to positions of leadership.

## **OFFICE OF UNDERGRADUATE EDUCATION**

Located in Suite 200, Goldring/Woldenberg Hall I, the Office of Undergraduate Education is open to undergraduate students Monday through Friday, from 8:30 a.m. to 5 p.m. The general office phone number is 504-862-8377.

The Office of Undergraduate Education supports the undergraduate Freeman experience by providing a variety of services to undergraduate students such as:

- General information about Freeman courses
- Information about business majors and business minors and how to declare your interests
- Requests to enroll in Freeman courses
- Information about Freeman's undergraduate student organizations
- Newcomb-Tulane College forms (drop/add, transfer credit, major declaration, etc.)

In general, the Office of Undergraduate Education is your first stop if you have a question or concern; our staff can help you successfully navigate the Tulane community and the Freeman School. Further, if you want to discuss something that you feel the Freeman School is doing well or not so well, please stop by the office to speak with the associate dean or the director of undergraduate education.

The Office of Undergraduate Education subscribes to the highest level of professional ethics and standards. All individual sessions are private and confidential. The Freeman School and the Academic Advising Center maintain records on students. All records are maintained under the stringent provisions of the Family Education Rights and Privacy Act (FERPA). We do not release information unless the student specifically authorizes the release in writing. Students have the right to see their records by appointment and to appeal the inclusion of any information in the files. Students wishing to release their education records must complete a FERPA waiver, which may be obtained online at <http://tulane.edu/advising/ferpa.cfm>.

We release student information to the courts only after university counsel has received and reviewed a subpoena (<http://www.tulane.edu/~counsel/subpoena.html>). Such releases are made through the university's attorneys.

### ***ASSOCIATE DEAN FOR UNDERGRADUATE EDUCATION***

Michael H. Hogg serves as the associate dean for undergraduate education. In addition, Professor Hogg is on the faculty of the Freeman School, is the area coordinator for Legal Studies in Business, and is the vice president for student affairs and dean of students. In his capacity as associate dean, he monitors the quality of the Freeman undergraduate experience, oversees the Office of Undergraduate Education, and reviews students' academic progress. The associate dean's office is located in the Office of Undergraduate Education, Suite 200, Goldring/Woldenberg Hall I (GWI). Associate Dean Hogg can be reached at 504-862-8495 (office), 504-914-1648 (cell), or [mhogg@tulane.edu](mailto:mhogg@tulane.edu). You may schedule an appointment with Associate Dean Hogg by contacting Lisa O'Dwyer at 504-314-2486.

## ***THE OFFICE OF UNDERGRADUATE EDUCATION STAFF***

**Amy Macneill** is the director of undergraduate education. She oversees the daily operations of the Office of Undergraduate Education and the Management Communications Center. Ms. Macneill is responsible for BSM program advising for all undergraduate Freeman School students. The director coordinates all student orientations and ensures that the students are informed about events, important dates, policies, and procedures. Ms. Macneill's office is located in GWI, Suite 200 and she may be contacted by email at [amacneil@tulane.edu](mailto:amacneil@tulane.edu) or by telephone at 504-314-2478.

**Addie Merrill Townley** is the assistant director of undergraduate education. She assists in overseeing the daily operations of the Office of Undergraduate Education. Ms. Merrill Townley serves as the advisor for all undergraduate Freeman School student organizations. Her office is located in GWI, Suite 200 and she may be contacted by email at [amerrill@tulane.edu](mailto:amerrill@tulane.edu) or by telephone at 504-865-5457.

**Jaime Clougher Guenard, Megan Karbley, and Tamar Starck** are the BSM academic coordinators. The coordinators are responsible for advising students on their Freeman major degree requirements and work in conjunction with the academic advisors at the Newcomb-Tulane College Academic Advising Center to ensure that students meet their graduation requirements. The coordinators' offices are located in GWI, Suite 200. To make an appointment with your BSM academic coordinator, please visit the Freeman website at: <http://appointments.business.tulane.edu/>.

Students whose last names begin with the letters **A-G and transfer students** are advised by:  
Megan Karbley ([mkarbley@tulane.edu](mailto:mkarbley@tulane.edu))  
504-862-8035

Students whose last names begin with the letters **H-R and international students** are advised by:  
Jaime Clougher Guenard ([jcloughe@tulane.edu](mailto:jcloughe@tulane.edu))  
504-862-8013

Students whose last names begin with the letters **S-Z and honors students** are advised by:  
Tamar Starck ([tstarck@tulane.edu](mailto:tstarck@tulane.edu))  
504-862-8044

**Lisa O'Dwyer** is the senior executive secretary for the associate dean for undergraduate education. Ms. O'Dwyer's office is located in GWI, Suite 200 and she may be contacted by email at [lodwyer@tulane.edu](mailto:lodwyer@tulane.edu) or by telephone at 504-314-2486.

**Julie Gomez** is the executive secretary for the office of undergraduate education. Ms. Gomez provides administrative support in addition to overseeing all classroom and break-out room reservations. Ms Gomez is located in GWI, Suite 200 and she may be contacted by email at [jgomez@tulane.edu](mailto:jgomez@tulane.edu) or by telephone at 504-865-5322.

**Phylicia Richardson** is the project assistant for the office of undergraduate education. Ms. Richardson provides administrative support in addition to overseeing Freeman School special accommodation testing. Ms. Richardson is located in GWI, Suite 200 and she may be contacted by email at [prichar3@tulane.edu](mailto:prichar3@tulane.edu) or by telephone at 504-862-8377.

## ***ACADEMIC ADVISING AT FREEMAN & NEWCOMB-TULANE COLLEGE***

Freeman School undergraduate students are assigned an academic coordinator within the Freeman School. The academic coordinator assists students with their major degree requirements and progress toward graduation while providing additional support and resources as necessary.

Faculty members are available to Freeman students to discuss course selection in each major area. Meeting with faculty members does not replace meeting with advisors in the Academic Advising Center or with the BSM academic coordinators. Students are urged to consult with their advisors each semester to ensure that they are making appropriate academic progress.

The Academic Advising Center can assist students with questions concerning the Newcomb-Tulane College core curriculum and majors outside of the Freeman School. The Academic Advising Center is located at 102 Richardson Building. The center is open Monday through Friday from 8:30 a.m. to 5 p.m. Students should visit <http://advising.tulane.edu/> or call 504-865-5798 to schedule appointments with an academic advisor. The Academic Advising Center offers a centralized organization to support undergraduates in creating educational plans congruent with their individual objectives. The center serves as a general information clearinghouse for the wide range of majors and minors, the program requirements for all undergraduate programs, and other curricular programs such as service learning.

## ***UNDERGRADUATE CURRICULUM COMMITTEE***

The Undergraduate Curriculum Committee recommends changes in curriculum to the faculty. The committee is responsible for continuously assessing compliance with AACSB International accreditation criteria and for keeping abreast of the current directives and mandates of that group. The president and executive vice president of the Freeman Student Government serve as members.

## ***TRANSFERRING TO THE BUSINESS SCHOOL***

If you are a current Tulane University student with a minimum 2.000 cumulative GPA you may be eligible to transfer to the business school. Please complete a major/minor declaration form. This form may be obtained at the Office of Undergraduate Education located in Suite 200, Goldring/Woldenberg Hall I or at the Academic Advising Center in 211 Stanley Thomas Hall.



# **Degree Requirements**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## Degree Requirements

Students are encouraged to meet with their Freeman academic coordinators and their Newcomb-Tulane academic advisors at least once a semester, usually prior to registration for the upcoming semester, to ensure that all graduation requirements are met.

Candidates for the Bachelor of Science in Management degree are required to complete a minimum of 122 credits of academic work and achieve a 2.00 cumulative grade point average overall and a minimum cumulative grade point average of 2.00 in their business and major courses. The BSM degree consists of a minimum of 55 to 61 Freeman credit hours, depending on the major, and a minimum of 39 credit hours from the schools of Architecture, Liberal Arts, Public Health and Tropical Medicine, Science and Engineering, or Social Work. The latter 39 credits satisfy the nonbusiness course requirements in the Newcomb-Tulane College core curriculum and the required nonbusiness courses for BSM students. The remaining credits needed to reach the 122 credit minimum can be taken at the schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, Science and Engineering, or Social Work.

Newcomb-Tulane College Core	Required Nonbusiness Courses
Writing	
Foreign Language	
Public Service <sup>1</sup>	
TIDES.....	TIDB 1010 (or 1020) and TIDB 1110 <sup>2</sup>
Cultural Knowledge <sup>3</sup>	
Humanities (3 Hours)	
Fine Arts (3 hours)	
Social Sciences (6 hours).....	ECON 1010 or ECON 1030 <sup>4</sup>
	ECON 1020 or ECON 1040 <sup>4</sup>
Scientific Inquiry	
Physical/Life Science <sup>5</sup> (6-8 hours).....	PSYC 1000, or PSYC 1010 <sup>6</sup>
Quantitative Reasoning (3-4 hours)....	MATH 1150 or 1210 – Calculus <sup>7</sup>
	MATH 1140 – Business Statistics <sup>7</sup>
Capstone Experience <sup>8</sup> .....	MGMT 4010 & MGMT 4900

### Required Freeman Courses

Course ID	Course Title
ACCN 2010	Financial Accounting
ACCN 3010	Managerial Accounting
FINE 3010	Financial Management
INFO 1010	Introduction to Business Computing <sup>9</sup>
INFO 3010	Business Modeling
LGST 3010	Legal, Ethical, and Regulatory Environment of Business ( <i>writing intensive</i> )
MCOM 3010	Management Communications ( <i>writing intensive</i> )
MGMT 3010	Organizational Behavior ( <i>writing intensive</i> )
MKTG 3010	Marketing Fundamentals
MGMT 4010	Strategic Management (Business Capstone Experience)
MGMT 4900	Business Integration Capstone (Business Capstone Experience)
CDMA	Career Development and Management Sessions (4 sessions Required)

**Major Requirements**  
(18-21 Credit Hours)

**Required Business Electives**  
(9 Credit Hours)

**Free Electives (Business or Non Business)<sup>10</sup>**  
(15.5-31 Credit Hours)

**Total Credit Hours Required for Graduation    122<sup>11</sup>**

## NOTES

**Students are allowed to use the BSM degree requirements to meet the Newcomb-Tulane College core curriculum and 34-45 credit-hour requirements. All major and minor requirements are written with this assumption.**

<sup>1</sup>Students can use the business TIDES courses to satisfy the first public service requirement. Students who successfully complete TIDB 1010 or 1020, and TIDB 1110 with TIDB 1890 will satisfy the first public service requirement. One public service credit will be added for students who take both TIDB 1010 or TIDB 1020, and TIDB 1110 with TIDB 1890. Students are encouraged to take public service courses. A maximum of two public service add-on credits can be used toward the 122 credit hours required for the BSM degree.

<sup>2</sup>Business majors are required to take two TIDES courses (TIDB 1010 or TIDB 1020 in the fall and TIDB 1110 in the spring) for 1.5 credits each. This exceeds the Newcomb-Tulane College core curriculum requirement. (If the business major decision is made after the first semester of the first year, but before the sophomore year, the student must complete TIDB1110 or LGST 4100 or MGMT 4150. If the business major decision is made after the first year and the student did not complete TIDB 1110, the student must complete either LGST 4100 or MGMT 4150).

<sup>3</sup>One course must be from a list of approved courses in *perspectives in the European tradition*; and one course must be from a list of approved courses in *perspectives outside the European tradition or comparative cultural and international perspectives*.

<sup>4</sup>Students may use ECON 1010 (or ECON 1030) and ECON 1020 (or ECON 1040) to satisfy the Newcomb-Tulane College core requirement for social sciences.

<sup>5</sup>One of these courses must include a laboratory component.

<sup>6</sup>Students may use PSYC 1000 or PSYC 1010 to satisfy the Newcomb-Tulane College core requirement for a life science.

<sup>7</sup>Students may use MATH 1150 or MATH 1140 to satisfy the Newcomb-Tulane College core requirement for quantitative reasoning. MATH 1230 or MATH 3010 (the former MATH 3080) in conjunction with INFO 1010 may substitute for MATH 1140.

<sup>8</sup>MGMT 4010 and MGMT 4900 (taken simultaneously) are the capstone courses for business majors and satisfy the Newcomb-Tulane College core requirement for the capstone experience.

<sup>9</sup>Students who have the Microsoft Certified Application Specialist Certification for both Excel 2007 and Access 2007 can take any business elective as a substitute for this course.

<sup>10</sup>Students may fulfill free electives at the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, and Science and Engineering. Students may fulfill up to nine credits at the School of Continuing Studies and Social Work, subject to restrictions listed in the degree requirements of the Newcomb-Tulane College catalog.

<sup>11</sup>BSM students earn a minimum of 122 credit hours to graduate. This number may increase if students choose a double major or a minor, or take excluded classes listed in the Degree Requirements section of the Newcomb-Tulane College catalog.

## Curriculum

Faculty offer courses in the following areas of study: accounting (ACCN), energy (ENRG), finance (FINE), international business (INBS), information management (INFO), legal studies in business (LGST), management (MGMT), management communications (MCOM), marketing (MKTG), and taxation (TAXN).

To graduate, BSM students need 122 credits. Freeman electives are used to satisfy major requirements. Students may fulfill other electives at the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, Science and Engineering, and Social Work. Up to nine credits may be fulfilled at the School of Continuing Studies, subject to restrictions (see Cross-Registration - Excluded Classes). Students must complete a minimum of 66 credits above the 1000 level. To qualify for two baccalaureate degrees from any of the schools, a student must complete a minimum of 150 credits (75 completed at Tulane University) at least 82 of which must be above the 1000 level, and satisfy all requirements for each degree and each major.

*Students admitted prior to fall 2006 remain bound by the curriculum in effect at the time of admission unless they choose to switch to the new curriculum.*

## Choosing a Major

The Freeman School offers the following majors in the BSM program: marketing, finance, legal studies in business, and management.

The **finance** major takes an integrated approach to the concepts of valuation, investment, and corporate financial structure. The **legal studies in business** major learns about legal and risk concepts, legal research, and legal writing as these apply to businesses and the managers who run them. The **management** major focuses on the skills and tasks that a manager performs in managing the total business enterprise. BSM students must earn a grade-point average of at least 2.000 in courses counting towards the major. The **marketing** major gains experience by analyzing the consumer and basing managerial decisions upon understanding of the consumer.

If you have questions regarding course content or a particular major at the Freeman School, please contact the professor assigned to that major.

Major	Professor	Office	Phone	Email
Finance	Venkat Subramaniam	M 141, GWII	865-5493	<a href="mailto:vencat@tulane.edu">vencat@tulane.edu</a>
Legal Studies in Business	Michael H. Hogg	512, GWI	862-8495	<a href="mailto:mhogg@tulane.edu">mhogg@tulane.edu</a>
Management	Albert Cannella	652, GWI	247-1288	<a href="mailto:acannell@tulane.edu">acannell@tulane.edu</a>
Marketing	Mita Sujan	553, GWI	865-5439	<a href="mailto:msujan@tulane.edu">msujan@tulane.edu</a>

## Choosing a Double Major

BSM students are limited to two business majors or to one business major and one business minor within the Freeman School. Overlap of course requirements are allowed for required business major or minor courses only. If a student chooses to pursue a double major within the Freeman School, no elective course may count as a major requirement more than once. Students pursuing a double major must complete the elective courses in their entirety for each of the majors. BSM students must earn a grade-point average of at least 2.000 in courses counting towards each major.

**BSM students wishing to pursue a second major outside of the Freeman School should consult with the Academic Advising Center and the Newcomb-Tulane College policy for information regarding a second major.** BSM students may pursue a second major from the Schools of Architecture, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. If the second major is not from a professional degree program, the student does not have to complete the school-specific core of the secondary school. If the second major is from another professional school, the student must complete all degree requirements for the second major and obtain the professional degree. BSM students pursuing a major outside of the Freeman School must be residents of the Freeman School, regardless of their additional non-Freeman majors.

To complete a second major within the architecture, liberal arts, public health and tropical medicine, or science and engineering curricula, a student must first complete a major/minor declaration form, available from the Academic Advising Center.

BSM students may pursue a second major in the School of Continuing Studies only as a voluntary overload. The second majors available are journalism or media arts.

## Choosing a Minor

### Minors for Freeman School Students

BSM students are limited to two business majors or to one business major and one business minor within the Freeman School. The business minors available to BSM students are accounting, finance, legal studies in business, management, and marketing. Overlap of course requirements are allowed for required business major or minor courses only. No elective course may count as a major or minor requirement more than once. Students must complete the elective courses in their entirety for each major or minor. Students must earn a grade-point average of at least 2.000 in courses counting towards the minor.

BSM students may wish to take advantage of the opportunity to earn a minor from the Schools of Architecture, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. **BSM students wishing to pursue a minor outside of the Freeman School should consult with the Academic Advising Center and the Newcomb-Tulane College policy for information regarding a minor outside of the primary school.**

BSM students may pursue a minor in the School of Continuing Studies only as a voluntary overload. Please consult with the Academic Advising Center and the School of Continuing Studies for a list of minors available to students in Newcomb-Tulane College. More information can be found at this link: [http://tulane.edu/advising/degree\\_sheets.cfm](http://tulane.edu/advising/degree_sheets.cfm).

### Business Minors for Non-Freeman School Students

Students majoring outside the Freeman School may earn a minor in business from the Freeman School. **Nonbusiness minors are responsible for seeking proper advising from the minor department(s) and the Academic Advising Center to ensure that they are fulfilling their minor requirements.**

Any student wishing to declare a minor will need to complete a major/minor declaration form. Forms are available in the Office of Undergraduate Education or at the Academic Advising Center. For more information on the business minor for nonbusiness students please see the section on Business Minor for Nonbusiness Students starting on page 43.



# **Single Major Descriptions and Checksheets**

**A. B. FREEMAN SCHOOL OF BUSINESS  
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## FINANCE MAJOR

An undergraduate business student completing the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a major in finance.

### **Required:**

ACCN 3100	Intermediate Accounting I
FINE 4100	Advanced Financial Management
FINE 4110	Investments in Equities
FINE 4120	Analysis of Fixed Income Securities

### **Plus three FINE electives from:**

FINE 4130	Venture Capital and Private Equity
FINE 4140	Risk Management
FINE 4150	International Finance
FINE 4160	Equity Analysis/Burkenroad Reports
FINE 4170	Financial Modeling
FINE 4600	Cases in Financial Management
FINE 4610	Darwin Fenner Student Managed Fund Honors Seminar
LGST 4140	Insurance and Risk Management

**Career Track Recommendations** - The following tracks are designed to guide students in choosing finance electives based on possible careers.

### **Corporate Finance Track**

Choose a minimum of three of the following electives:

FINE 4130	Venture Capital and Private Equity
FINE 4150	International Finance
FINE 4160	Equity Analysis/Burkenroad Reports
FINE 4600	Cases in Financial Management

### **Investments Track**

Choose a minimum of three of the following electives:

FINE 4140	Risk Management
FINE 4150	International Finance
FINE 4160	Equity Analysis/Burkenroad Reports
FINE 4610	Darwin Fenner Student Managed Fund Honors Seminar
LGST 4140	Insurance and Risk Management



## LEGAL STUDIES IN BUSINESS MAJOR

An undergraduate business student completing the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a major in legal studies in business.

**Required:**

LGST 4100	Business Law
LGST 4110	Legal Writing and Research

**For Students Admitted Prior to Fall 2010:**

Choose three LGST electives (9 credits)

**For Students Admitted Fall 2010 and Later:**

Choose four LGST electives (12 credits)

LGST Electives

LGST 4120	International Business Law
LGST 4130	Fraud Prevention and Investigation
LGST 4140	Insurance and Risk Management
LGST 4150	Real Estate Law
LGST 4160	Law of E-Commerce
LGST 4170	Employment Law for Human Resource Professionals
LGST 4180	Sports and Entertainment Law
LGST 4210	Mock Trial ( <i>instructor approval required</i> )
MGMT 4170	Negotiations
TAXN 4100	Business Taxation

*The legal studies department also offers a legal studies public service component, LGST 3890, to satisfy the upper-level public service requirement. The course is taken simultaneously with any three-credit legal studies course. Please see course description for more information.*

*Additionally, students seeking admission to law school must complete the for-credit review for the LSAT.*

## LEGAL STUDIES in BUSINESS (LGST)

### NEWCOMB-TULANE CORE CURRICULUM

	HRS				HRS
Writing-English 1010	4			Fine Arts *	3
Foreign Language (Proficiency)	0/4			Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4			Social Science (See Below - ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---			TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4			Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---			Pub Service > 56 cr hrs	1
Humanities *	3			Capstone (See Below - MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS				HRS
MATH 1150 or 1210 Calculus	3/4			PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4			TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4			TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4				
<b>Newcomb-Tulane Core + RNBC (39-47)</b>					

### BUSINESS CORE REQUIREMENTS

	HRS				HRS
ACCN 2010 Financial Accounting	3			MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3			MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3			MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5				
INFO 3010 Business Modeling	3			CDMA 1010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3			CDMA 2010	-
MGMT 3010 Organizational Behavior	3			CDMA 3010	-
MCOM 3010 Management Communication	3			CDMA 4010	-
<b>Business Core Requirements</b>					<b>29.5</b>

### BUSINESS MAJOR & ELECTIVE REQUIREMENTS

	HRS				HRS
<b>For students admitted prior to Fall 2010</b>					
<b>Major Requirements:</b>					
LGST 4100 Business Law	3			LGST 4160 Law of E-Commerce	
LGST 4110 Legal Writing & Research	3			LGST 4170 Employment Law for HR	
				LGST 4180 Sports & Entertainment Law	
<b>Select three courses from:</b>					
	9			LGST 4210 Mock Trial	
LGST 4120 International Business Law				MGMT 4170 Negotiations	
LGST 4130 Fraud Prevention & Investigation				TAXN 4100 Business Taxation	
LGST 4140 Insurance & Risk Mgmt				<b>Three Required Business Electives</b>	
LGST 4150 Real Estate Law					9
<b>For students admitted Fall 2010 and later</b>					
<b>Major Requirements:</b>					
LGST 4100 Business Law	3			LGST 4160 Law of E-Commerce	
LGST 4110 Legal Writing & Research	3			LGST 4170 Employment Law for HR	
				LGST 4180 Sports & Entertainment Law	
<b>Select four courses from:</b>					
	12			LGST 4210 Mock Trial	
LGST 4120 International Business Law				MGMT 4170 Negotiations	
LGST 4130 Fraud Prevention & Investigation				TAXN 4100 Business Taxation	
LGST 4140 Insurance & Risk Mgmt				<b>Three Required Business Electives</b>	
LGST 4150 Real Estate Law					9
<b>Free Electives (for all students)**</b>					18.5-31
<b>Major + Electives (45.5 - 55)</b>					
<b>TOTAL BSM (minimum 122 required)</b>					

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## MANAGEMENT MAJOR

An undergraduate business student completing the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a major in management. In addition, management majors select a career track — either consulting or entrepreneurship. While each track has similar course requirements within the academic area, each has distinctly different course requirements outside the academic area.

### For Students Admitted Prior to Fall 2010

#### **Required:**

Students choosing either track must complete the following courses:

MGMT 4120	Corporate and Cooperative Strategy
MGMT 4150	Environment, Society, and Capitalism
MGMT 4180	Management of Technology and Innovation

#### Consulting track

#### **Required:**

MGMT 4170	Negotiations
MGMT 4600	Strategic Consulting

#### Entrepreneurship track

#### **Required:**

FINE 4130	Venture Capital and Private Equity
MGMT 4610	Entrepreneurship: Managing New Venture Creation

#### **Additional Recommended electives:**

Management majors may take at least two of the following courses for greater depth in an area:

ACCN 3100	Intermediate Financial Accounting I
MKTG 4110	Marketing Research
MGMT 4130	Dimensions in Human Resource Management
MGMT 4170	Negotiations

For Students Admitted Fall 2010 and Later

**Consulting Track:**

Students choosing the consulting track must complete the following courses:

MGMT 4120	Corporate and Cooperative Strategy
MGMT 4170	Negotiations
MGMT 4180	Management of Technology and Innovation
MGMT 4600	Strategic Consulting

Plus two additional MGMT electives

**Entrepreneurship Track:**

Students choosing the entrepreneurship track must complete the following courses:

MGMT 4150	Environment, Society, and Capitalism
MGMT 4180	Management of Technology and Innovation
MGMT 4610	Entrepreneurship: Managing New Venture Creation
FINE 4130	Venture Capital and Private Equity

Plus two additional MGMT electives

**MGMT Electives:**

MGMT 4100	Business Ethics
MGMT 4110	Cases in Entrepreneurship
MGMT 4120	Corporate and Cooperative Strategy
MGMT 4130	Dimensions in Human Resource Management
MGMT 4140	Entrepreneurial Management
MGMT 4150	Environment, Society, and Capitalism
MGMT 4160	Leadership
MGMT 4170	Negotiations
MGMT 4180	Management of Technology and Innovation
MGMT 4600	Strategic Consulting
MGMT 4610	Managing New Venture Creation

**Additional Recommended Electives:**

MKTG 4100	Consumer Behavior	MKTG 4220	Sales Force Management
MKTG 4110	Marketing Research	ACCN 3100	Intermediate Financial Accounting I

<b>MANAGEMENT (MGMT)</b>				
<b>NEWCOMB-TULANE CORE CURRICULUM</b>				
	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below - ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below - MGMT 4900)	---
*Of these courses, at least one must be listed as a <i>Perspectives in the European Tradition</i> course and one must be listed as either a <i>Perspectives Outside the European Tradition</i> course or a <i>Comparative and Cultures International Perspectives</i> course in the Newcomb-Tulane Core Curriculum.				
<b>REQUIRED NONBUSINESS COURSES (RNBC)</b>				
	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	
<b>BUSINESS CORE REQUIREMENTS</b>				
	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>
<b>BUSINESS MAJOR &amp; ELECTIVE REQUIREMENTS</b>				
<b>For students admitted prior to Fall 2010</b>				
<b>Major Requirements</b>			<b>Entrepreneurship Track - must complete:</b>	<b>6</b>
MGMT 4120 Corp & Coop Strategy	3		FINE 4130 Venture Capital & Private Equity	
MGMT 4150 Environment, Society, & Capitalism	3		MGMT 4610 Entrep: Managing New Venture Creation	
MGMT 4180 Mgmt of Technology & Innovation	3		<b>Three Required Business Electives^^</b>	<b>9</b>
<b>Consulting Track - must complete:</b>	<b>6</b>			
MGMT 4170 Negotiations				
MGMT 4600 Strategic Consulting				
<b>For students admitted Fall 2010 and later</b>				
<b>Consulting Track - must complete:</b>			MGMT 4120 Corporate and Cooperative Strategy	
MGMT 4120 Corporate & Cooperative Strategy	3		MGMT 4130 Dimensions in HR Management	
MGMT 4170 Negotiations	3		MGMT 4140 Entrepreneurial Management	
MGMT 4180 Management of Technology & Innovation	3		MGMT 4150 Environment, Society, & Capitalism	
MGMT 4600 Strategic Consulting	3		MGMT 4160 Leadership	
<b>Entrepreneurship Track - must complete:</b>			MGMT 4170 Negotiations	
MGMT 4150 Environment, Society, & Capitalism	3		MGMT 4600 Strategic Consulting	
MGMT 4180 Management of Technology & Innovation	3		MGMT 4610 Entrep: Managing New Venture Creation	
MGMT 4610 Entrep: Managing New Venture Creation	3		FINE 4130 Venture Capital & Private Equity	
FINE 4130 Venture Capital & Private Equity	3		<b>Three Required Business Electives^^</b>	<b>9</b>
<b>Select two MGMT Electives from:</b>	<b>6</b>			
MGMT 4100 Business Ethics				
MGMT 4110 Cases in Entrepreneurship				
			<b>Free Electives**</b>	<b>21.5-28</b>
			<b>Major + Electives (45.5 - 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

^^ Recommended business electives for greater depth include ACCN 3100 Intermediate Financial Accounting I, MKTG 4110 Consumer Behavior, MKTG 4110 Marketing Research, or MKTG 4220 Marketing Strategy.

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## MARKETING MAJOR

An undergraduate business student completing the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a major in consumer behavior/marketing.

### For Students admitted prior to Fall 2010

#### **Five MKTG electives from:**

MKTG 4100	Consumer Behavior
MKTG 4110	Market Research
MKTG 4120	Marketing Strategy
MKTG 4220	Sales Force Management
MKTG 4230	International Marketing
MKTG 4240	Relationship Marketing
MKTG 4260	Advertising and Brand Promotion
MKTG 4600	Cases in Marketing
MKTG 4610	Research Design and Applications in Behavioral Sciences (Honors)
MGMT 4170	Negotiations

### For Students admitted Fall 2010 and later

#### **Required:**

MKTG 4100	Consumer Behavior
MKTG 4110	Marketing Research
MKTG 4120	Marketing Strategy

#### **Plus three MKTG electives from:**

MKTG 4220	Sales Force Management
MKTG 4230	International Marketing
MKTG 4240	Relationship Marketing
MKTG 4250	Social and Online Marketing
MKTG 4260	Advertising and Brand Promotion
MKTG 4600	Cases in Marketing
MKTG 4610	Research Design and Applications in Behavioral Sciences (Honors)
MGMT 4170	Negotiations

<b>MARKETING (MKTG)</b>					
<b>NEWCOMB-TULANE CORE CURRICULUM</b>					
	HRS				HRS
Writing-English 1010	4			Fine Arts *	3
Foreign Language (Proficiency)	0/4			Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4			Social Science (See Below - ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---			TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4			Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---			Pub Service > 56 cr hrs	1
Humanities *	3			Capstone (See Below - MGMT 4900)	---
*Of these courses, at least one must be listed as a <i>Perspectives in the European Tradition</i> course and one must be listed as either a <i>Perspectives Outside the European Tradition</i> course or a <i>Comparative and Cultures International Perspectives</i> course in the Newcomb-Tulane Core Curriculum.					
<b>REQUIRED NONBUSINESS COURSES (RNBC)</b>					
	HRS				HRS
MATH 1150 or 1210 Calculus	3/4			PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4			TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4			TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4				
<b>Newcomb-Tulane Core + RNBC (39-47)</b>					
<b>BUSINESS CORE REQUIREMENTS</b>					
	HRS				HRS
ACCN 2010 Financial Accounting	3			MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3			MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3			MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5				
INFO 3010 Business Modeling	3			CDMA 1010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3			CDMA 2010	-
MGMT 3010 Organizational Behavior	3			CDMA 3010	-
MCOM 3010 Management Communication	3			CDMA 4010	-
<b>Business Core Requirements</b>					<b>29.5</b>
<b>BUSINESS MAJOR &amp; ELECTIVE REQUIREMENTS</b>					
<b>For students admitted prior to Fall 2010</b>		HRS			HRS
<b>Select five MKTG courses from:</b>		15			
MKTG 4100 Consumer Behavior				MKTG 4250 Social & Online Marketing	
MKTG 4110 Marketing Research				MKTG 4260 Advertising & Brand Promotion	
MKTG 4120 Marketing Strategy				MKTG 4600 Cases in Marketing	
MKTG 4220 Sales Force Management				MKTG 4610 Research Design	
MKTG 4230 International Marketing				MGMT 4170 Negotiations	
MKTG 4240 Relationship Marketing				<b>Three Required Business Electives</b>	9
<b>For students admitted Fall 2010 and later</b>		HRS			HRS
<b>Major Requirements:</b>					
MKTG 4100 Consumer Behavior	3			MKTG 4250 Social & Online Marketing	
MKTG 4110 Marketing Research	3			MKTG 4600 Cases in Marketing	
MKTG 4120 Marketing Strategy	3			MKTG 4610 Research Design	
MKTG 4220 Sales Force Management	3			MGMT 4170 Negotiations	
<b>Select three courses from:</b>		9		<b>Three Required Business Electives</b>	9
MKTG 4220 Sales Force Management					
MKTG 4230 International Marketing					
MKTG 4240 Relationship Marketing					
MKTG 4260 Advertising & Brand Promotion				<b>Free Electives **</b>	18.5-31
<b>Major + Electives (45.5 - 55)</b>					
<b>TOTAL BSM (minimum 122 required)</b>					

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

# **Double Major Checksheets**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## FINE & LGST

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below - ECON 1020/1040) *	---
Quantitative Reasoning (See Below MATH 115 or 121)	---		TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below - MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Consumer Behavior/Marketing	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Business	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

For Students Admitted Prior to Fall 2010	HRS			HRS
<b>Required Courses:</b>			FINE 4610 Darwin Fenner	
ACCN 3100 Intermediate Accounting I	3		LGST 4140 Insurance & Risk Management	
FINE 4100 Advanced Financial Management	3		<b>Select three LGST electives from:</b>	9
FINE 4110 Investments in Equities	3		LGST 4120 International Business Law	
FINE 4120 Analysis of Fixed Income Securities	3		LGST 4130 Fraud Prevention & Investigation	
LGST 4100 Business Law	3		LGST 4140 Insurance & Risk Management	
LGST 4110 Legal Writing and Research	3		LGST 4150 Real Estate Law	
<b>Select three FINE electives from:</b>	9		LGST 4160 Law of E-Commerce	
FINE 4130 Venture Capital & Private Equity			LGST 4170 Employment Law for HR	
FINE 4140 Risk Management			LGST 4180 Sports & Entertainment Law	
FINE 4150 International Finance			LGST 4210 Mock Trial	
FINE 4160 Burkenroad Reports			MGMT 4170 Negotiations	
FINE 4170 Financial Modeling			TAXN 4100 Business Taxation	
FINE 4600 Cases in Financial Management				
For Students Admitted Fall 2010 and Later	HRS			HRS
<b>Required Courses:</b>			FINE 4610 Darwin Fenner	
ACCN 3100 Intermediate Accounting I	3		LGST 4140 Insurance & Risk Management	
FINE 4100 Advanced Financial Management	3		<b>Select four LGST electives from:</b>	12
FINE 4110 Investments in Equities	3		LGST 4120 International Business Law	
FINE 4120 Analysis of Fixed Income Securities	3		LGST 4130 Fraud Prevention & Investigation	
LGST 4100 Business Law	3		LGST 4140 Insurance & Risk Management	
LGST 4110 Legal Writing and Research	3		LGST 4150 Real Estate Law	
<b>Select three FINE electives from:</b>	9		LGST 4160 Law of E-Commerce	
FINE 4130 Venture Capital & Private Equity			LGST 4170 Employment Law for HR	
FINE 4140 Risk Management			LGST 4180 Sports & Entertainment Law	
FINE 4150 International Finance			LGST 4210 Mock Trial	
FINE 4160 Burkenroad Reports			TAXN 4100 Business Taxation	
FINE 4170 Financial Modeling			MGMT 4170 Negotiations	
FINE 4600 Cases in Financial Management			<b>Free Electives (for all students)**</b>	9.5-16
			<b>MAJOR + Electives (45.5 - 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## FINE & MGMT – Consulting Track

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below – ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below – ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below – TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below – PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below – MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Bun.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

For Students Admitted Prior to Fall 2010		HRS		HRS
<b>Required Courses:</b>			<b>Select three FINE electives from:</b>	9
ACCN 3100 Intermediate Accounting I	3		FINE 4130 Venture Capital & Private Equity	
FINE 4100 Advanced Financial Management	3		FINE 4140 Risk Management	
FINE 4110 Investments in Equities	3		FINE 4150 International Finance	
FINE 4120 Analysis of Fixed Income Securities	3		FINE 4160 Burkenroad Reports	
MGMT 4120 Corporate & Cooperative Strategy	3		FINE 4170 Financial Modeling	
MGMT 4150 Environment, Society, & Capitalism	3		FINE 4600 Cases in Financial Management	
MGMT 4180 Management of Technology & Innovation	3		FINE 4610 Darwin Fenner Student Managed Fund	
MGMT 4170 Negotiations	3		LGST 4140 Insurance & Risk Management	
MGMT 4600 Strategic Consulting	3			
<b>For Students Admitted Fall 2010 and Later</b>		<b>HRS</b>		<b>HRS</b>
<b>Required Courses – Consulting Track:</b>			FINE 4160 Burkenroad Reports	
ACCN 3100 Intermediate Accounting I	3		FINE 4170 Financial Modeling	
FINE 4100 Advanced Financial Management	3		FINE 4600 Cases in Financial Management	
FINE 4110 Investments in Equities	3		FINE 4610 Darwin Fenner Student Managed Fund	
FINE 4120 Analysis of Fixed Income Securities	3		LGST 4140 Insurance & Risk Management	
MGMT 4120 Corporate & Cooperative Strategy	3		<b>Select two MGMT electives from:</b>	6
MGMT 4170 Negotiations	3		MGMT 4100 Ethics	
MGMT 4180 Management of Technology & Innovation	3		MGMT 4110 Cases In Entrepreneurship	
MGMT 4600 Strategic Consulting	3		MGMT 4130 Dimensions in HR Management	
<b>Select three FINE electives from:</b>	9		MGMT 4140 Entrepreneurial Management	
FINE 4130 Venture Capital & Private Equity			MGMT 4150 Environment, Society, & Capitalism	
FINE 4140 Risk Management			MGMT 4160 Leadership	
FINE 4150 International Finance			MGMT 4610 Entrep: Managing New Venture Creation	
			<b>Free Electives**</b>	9.5-16
			<b>MAJOR + Electives (45.5 – 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## FINE & MGMT – Entrepreneurship Track

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below – ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below – ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below – TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below – PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below – MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

For Students Admitted Prior to Fall 2010		HRS		HRS
<b>Required Courses:</b>			<b>Select three FINE electives from:</b>	9
ACCN 3100 Intermediate Financial Accounting I	3		FINE 4140 Risk Management	
FINE 4100 Advanced Financial Management	3		FINE 4150 International Finance	
FINE 4110 Investments in Equities	3		FINE 4160 Burkenroad Reports	
FINE 4120 Analysis of Fixed Income Securities	3		FINE 4170 Financial Modeling	
FINE 4130 Venture Capital & Private Equity	3		FINE 4600 Cases in Financial Management	
MGMT 4120 Corporate & Cooperative Strategy	3		FINE 4610 Darwin Fenner Student Managed Fund	
MGMT 4150 Environment, Society, & Capitalism	3		LGST 4140 Insurance & Risk Management	
MGMT 4180 Management of Technology & Innovation	3			
MGMT 4610 Entrep: Managing New Venture Creation	3			
<b>For Students Admitted Fall 2010 and Later</b>		<b>HRS</b>		<b>HRS</b>
<b>Required Courses:</b>			FINE 4170 Financial Modeling	
ACCN 3100 Intermediate Financial Accounting I	3		FINE 4600 Cases in Financial Management	
FINE 4100 Advanced Financial Management	3		FINE 4610 Darwin Fenner Student Managed Fund	
FINE 4110 Investments in Equities	3		LGST 4140 Insurance & Risk Management	
FINE 4120 Analysis of Fixed Income Securities	3		<b>Select two MGMT electives from:</b>	6
FINE 4130 Venture Capital & Private Equity	3		MGMT 4100 Ethics	
MGMT 4150 Environment, Society, & Capitalism	3		MGMT 4110 Cases in Entrepreneurship	
MGMT 4180 Management of Technology & Innovation	3		MGMT 4120 Corporate & Cooperative Strategy	
MGMT 4610 Entrep: Managing New Venture Creation	3		MGMT 4130 Dimensions in HR Management	
<b>Select three FINE electives from:</b>	9		MGMT 4140 Entrepreneurial Management	
FINE 4140 Risk Management			MGMT 4170 Negotiations	
FINE 4150 International Finance			MGMT 4160 Leadership	
FINE 4160 Burkenroad Reports			MGMT 4600 Strategic Consulting	
			<b>Free Electives**</b>	9.5-16
			<b>MAJOR + Electives (45.5 – 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.



## LGST & MGMT – Entrepreneurship Track

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below – ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below – ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below – TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below – PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below – MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

	HRS			HRS
<b>For Students Admitted Prior to Fall 2010</b>				
<b>Required Courses:</b>			<b>Select three LGST electives from:</b>	9
MGMT 4120 Corporate & Cooperative Strategy	3		LGST 4120 International Business Law	
MGMT 4150 Environment, Society, & Capitalism	3		LGST 4130 Fraud Prevention & Investigation	
MGMT 4180 Management of Technology & Innovation	3		LGST 4140 Insurance & Risk Management	
MGMT 4610 Entrep: Managing New Venture Creation	3		LGST 4150 Real Estate Law	
FINE 4130 Venture Capital & Private Equity	3		LGST 4160 Law of E-Commerce	
LGST 4100 Business Law	3		LGST 4170 Employment Law for HR	
LGST 4110 Legal Writing & Research	3		LGST 4180 Sports & Entertainment Law	
			LGST 4210 Mock Trial	
			MGMT 4170 Negotiations	
			TAXN 4100 Business Taxation	
<b>For Students Admitted Fall 2010 and Later</b>				
<b>Required Courses:</b>	<b>HRS</b>		<b>Plus four LGST electives from:</b>	<b>12</b>
MGMT 4150 Environment, Society, & Capitalism	3		LGST 4120 International Business Law	
MGMT 4180 Management of Technology & Innovation	3		LGST 4130 Fraud Prevention & Investigation	
MGMT 4610 Entrep: Managing New Venture Creation	3		LGST 4140 Insurance & Risk Management	
FINE 4130 Venture Capital & Private Equity	3		LGST 4150 Real Estate Law	
LGST 4100 Business Law	3		LGST 4160 Law of E-Commerce	
LGST 4110 Legal Writing & Research	3		LGST 4170 Employment Law for HR	
<b>Select two MGMT electives from:</b>	<b>6</b>		LGST 4180 Sports & Entertainment Law	
MGMT 4100 Ethics			LGST 4210 Mock Trial	
MGMT 4110 Cases In Entrepreneurship			MGMT 4170 Negotiations	
MGMT 4120 Corporate & Cooperative Strategy			TAXN 4100 Business Taxation	
MGMT 4130 Dimensions in HR Management				
MGMT 4140 Entrepreneurial Management				
MGMT 4170 Negotiations			<b>Free Electives**</b>	6.5-19
MGMT 4160 Leadership				
MGMT 4600 Strategic Consulting			<b>MAJOR + Electives (45.5 – 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## FINE & MKTG

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below - ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below - MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

<b>For Students Admitted Prior to Fall 2010</b>		HRS		HRS
ACCN 3100 Intermediate Financial Accounting I	3		MKTG 4600 Cases in Marketing	
FINE 4100 Advanced Financial Management	3		MKTG 4610 Research Design	
FINE 4110 Investments In Equities	3		MGMT 4170 Negotiations	
FINE 4120 Analysis of Fixed Income Securities	3		<b>Select three FINE electives from:</b>	9
<b>Select five MKTG electives from:</b>	15		FINE 4130 Venture Capital & Private Equity	
MKTG 4100 Consumer Behavior			FINE 4140 Risk Management	
MKTG 4110 Market Research			FINE 4150 International Finance	
MKTG 4120 Marketing Strategy			FINE 4160 Burkenroad Reports	
MKTG 4220 Sales Force Management			FINE 4170 Financial Modeling	
MKTG 4230 International Marketing			FINE 4600 Cases in Financial Management	
MKTG 4240 Relationship Marketing			FINE 4610 Darwin Fenner Student Management Fund	
MKTG 4250 Social & Online Marketing			LGST 4140 Insurance & Risk Management	
MKTG 4260 Advertising and Brand Promotion				
<b>For Students Admitted Fall 2010 and Later</b>		HRS		HRS
<b>Required Courses:</b>			MKTG 4600 Cases in Marketing	
ACCN 3100 Intermediate Financial Accounting I	3		MKTG 4610 Research Design	
FINE 4100 Advanced Financial Management	3		MGMT 4170 Negotiations	
FINE 4110 Investments in Equities	3		<b>Select three FINE electives from:</b>	9
FINE 4120 Analysis of Fixed Income Securities	3		FINE 4130 Venture Capital & Private Equity	
MKTG 4100 Consumer Behavior	3		FINE 4140 Risk Management	
MKTG 4110 Market Research	3		FINE 4150 International Finance	
MKTG 4120 Marketing Strategy	3		FINE 4160 Burkenroad Reports	
<b>Select three MKTG electives from:</b>	9		FINE 4170 Financial Modeling	
MKTG 4220 Sales Force Management			FINE 4600 Cases in Financial Management	
MKTG 4230 International Marketing			FINE 4610 Darwin Fenner Student Managed Fund	
MKTG 4240 Relationship Marketing			LGST 4140 Insurance & Risk Management	
MKTG 4250 Social & Online Marketing				
MKTG 4260 Advertising and Brand Promotion			<b>Free Electives**</b>	3.5-13
			<b>MAJOR + Electives (45.5 - 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## MKTG & LGST

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below - ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below - MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

	HRS			HRS
<b>For Students Admitted Prior to Fall 2010</b>				
<b>Required Courses:</b>			<b>Select three LGST electives from:</b>	9
LGST 4100 Business Law	3		LGST 4120 International Business Law	
LGST 4110 Legal Writing & Research	3		LGST 4130 Fraud Prevention & Investigation	
<b>Select five MKTG electives from:</b>	15		LGST 4140 Insurance & Risk Management	
MKTG 4100 Consumer Behavior			LGST 4150 Real Estate Law	
MKTG 4110 Marketing Research			LGST 4160 Law of E-Commerce	
MKTG 4120 Marketing Strategy			LGST 4170 Employment Law for HR	
MKTG 4220 Sales Force Management			LGST 4180 Sports & Entertainment Law	
MKTG 4230 International Marketing			LGST 4210 Mock Trial	
MKTG 4240 Relationship Marketing			MGMT 4170 Negotiations	
MKTG 4260 Advertising and Brand Promotion			TAXN 4100 Business Taxation	
MKTG 4600 Cases in Marketing				
MKTG 4610 Research Design				
MGMT 4170 Negotiations				
<b>For Students Admitted Fall 2010 and Later</b>				
<b>Required Courses:</b>			LGST 4180 Sports & Entertainment Law	
LGST 4100 Business Law	3		LGST 4210 Mock Trial	
LGST 4110 Legal Writing & Research	3		MGMT 4170 Negotiations	
MKTG 4100 Consumer Behavior	3		TAXN 4100 Business Taxation	
MKTG 4110 Marketing Research	3		<b>Select three MKTG Electives From:</b>	9
MKTG 4120 Marketing Strategy	3		MKTG 4220 Sales Force Management	
<b>Select four LGST electives from:</b>	12		MKTG 4230 International Marketing	
LGST 4120 International Business Law			MKTG 4240 Relationship Marketing	
LGST 4130 Fraud Prevention & Investigation			MKTG 4260 Advertising and Brand Promotion	
LGST 4140 Insurance & Risk Management			MKTG 4600 Cases in Marketing	
LGST 4150 Real Estate Law			MKTG 4610 Research Design	
LGST 4160 Law of E-Commerce			MGMT 4170 Negotiations	
LGST 4170 Employment Law for HR				
			<b>Free Electives**</b>	6.5-19
			<b>MAJOR + Electives (45.5 - 55)</b>	
			<b>TOTAL BSM (minimum 122 required)</b>	

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## MKTG & MGMT – Consulting Track

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below – ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below – ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below – TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below – PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below – MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

	HRS			HRS
<b>For Students Admitted Prior to Fall 2010</b>				
<b>Required Courses:</b>				
MGMT 4120 Corporate & Cooperative Strategy	3		MKTG 4110 Marketing Research	
MGMT 4150 Emt. Society, & Capitalism	3		MKTG 4120 Marketing Strategy	
MGMT 4170 Negotiations	3		MKTG 4220 Sales Force Management	
MGMT 4180 Mgmt of Tech & Innovation	3		MKTG 4230 International Marketing	
MGMT 4600 Strategic Consulting	3		MKTG 4240 Relationship Marketing	
<b>Select five MKTG electives from:</b>	<b>15</b>		MKTG 4260 Advertising and Brand Promotion	
MKTG 4100 Consumer Behavior			MKTG 4600 Cases in Marketing	
			MKTG 4610 Research Design	
<b>For Students Admitted Fall 2010 and Later</b>				
<b>Required Courses:</b>				
MGMT 4120 Corporate & Cooperative Strategy	3		MGMT 4150 Environment, Society, & Capitalism	
MGMT 4180 Management of Technology & Innovation	3		MGMT 4160 Leadership	
MGMT 4170 Negotiations	3		MGMT 4610 Entrep: Managing New Venture Creation	
MGMT 4600 Strategic Consulting	3		<b>Select three MKTG Electives from:</b>	
MKTG 4100 Consumer Behavior			MKTG 4220 Sales Force Management	
MKTG 4110 Marketing Research			MKTG 4230 International Marketing	
MKTG 4120 Marketing Strategy			MKTG 4240 Relationship Marketing	
<b>Select two MGMT electives from:</b>	<b>6</b>		MKTG 4260 Advertising and Brand Promotion	
MGMT 4100 Ethics			MKTG 4600 Cases in Marketing	
MGMT 4110 Cases In Entrepreneurship			MKTG 4610 Research Design	
MGMT 4130 Dimensions in HR Management			<b>Free Electives**</b>	<b>6.5-19</b>
MGMT 4140 Entrepreneurial Management				
<b>MAJOR + Electives (45.5 – 55)</b>				
<b>TOTAL BSM (minimum 122 required)</b>				

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

## MKTG & MGMT – Entrepreneurship Track

### NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language (Proficiency)	0/4		Social Science (See Below – ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below – ECON 1020/1040) *	---
Quant. Reasoning (See Below MATH 1150 or 1210)	---		TIDES (See Below – TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below – PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below – MGMT 4900)	---

\*Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

### REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		<b>Newcomb-Tulane Core + RNBC (39-47)</b>	

### BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Marketing Fundamentals	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	1.5		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Busn.	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		<b>Business Core Requirements</b>	<b>29.5</b>

### BUSINESS MAJOR REQUIREMENTS

	HRS			HRS
<b>For Students Admitted Prior to Fall 2010</b>				
<b>Required Courses:</b>				
MGMT 4120 Corporate & Cooperative Strategy	3		MKTG 4120 Marketing Strategy	
MGMT 4150 Environment, Society, & Capitalism	3		MKTG 4220 Sales Force Management	
MGMT 4180 Management of Tech & Innovation	3		MKTG 4230 International Marketing	
MGMT 4610 Entrep: Managing New Venture Creation	3		MKTG 4240 Relationship Marketing	
FINE 4130 Venture Capital & Private Equity	3		MKTG 4260 Advertising and Brand Promotion	
<b>Select five MKTG electives from:</b>	<b>15</b>		MKTG 4600 Cases in Marketing	
MKTG 4100 Consumer Behavior			MKTG 4610 Research Design	
MKTG 4110 Marketing Research			MGMT 4170 Negotiations	
<b>For Students Admitted Fall 2010 and Later</b>				
<b>Required Courses:</b>				
MGMT 4150 Environment, Society, & Capitalism	3		MGMT 4140 Entrepreneurial Management	
MGMT 4180 Mgmt of Tech & Innovation	3		MGMT 4160 Leadership	
MGMT 4610 Entrep: Managing New Venture Creation	3		MGMT 4170 Negotiations	
FINE 4130 Venture Capital & Private Equity	3		MGMT 4600 Strategic Consulting	
MKTG 4100 Consumer Behavior	3		<b>Select three MKTG electives from:</b>	<b>9</b>
MKTG 4110 Marketing Research	3		MKTG 4220 Sales Force Management	
MKTG 4120 Marketing Strategy	3		MKTG 4230 International Marketing	
<b>Select two MGMT electives from:</b>	<b>6</b>		MKTG 4240 Relationship Marketing	
MGMT 4100 Ethics			MKTG 4260 Advertising and Brand Promotion	
MGMT 4110 Cases In Entrepreneurship			MKTG 4600 Cases in Marketing	
MGMT 4120 Corporate & Cooperative Strategy			MKTG 4610 Research Design	
MGMT 4130 Dimensions in HR Management			MGMT 4170 Negotiations	
				<b>Free Electives**</b>
				6.5-19
<b>MAJOR + Electives (45.5 – 55)</b>				
<b>TOTAL BSM (minimum 122 required)</b>				

\*\* Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.

**Business Minor for BSM Students**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## MINOR IN ACCOUNTING

An undergraduate business student who meets the major requirements for another area within the business school and completes the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a minor in accounting. Students wishing to declare a minor in accounting should consult with the Office of Undergraduate Education.

**Required:**

ACCN 3100	Intermediate Accounting I
ACCN 4110	Intermediate Accounting II
ACCN 4120	Advanced Financial Accounting

**Plus one of the following courses:**

ACCN 4100	Auditing
ACCN 4130	Financial Statement Analysis
ACCN 4140	Advanced Managerial Accounting
ACCN 4150	Accounting Information Systems
TAXN 4100	Business Taxation

## MINOR IN FINANCE

An undergraduate business student who meets the major requirements for another area within the business school and completes the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a minor in finance. Students wishing to declare a minor in finance should consult with the Office of Undergraduate Education.

**Accounting Requirement – either of the following courses:**

ACCN 3100                      Intermediate Accounting I

ACCN 4130                      Financial Statement Analysis

**Plus the following finance courses:**

FINE 4100                      Advanced Financial Management

FINE 4110                      Investments in Equities

FINE 4120                      Analysis of Fixed Income Securities

## MINOR IN LEGAL STUDIES IN BUSINESS

An undergraduate business student who meets the major requirements for another area within the business school and completes the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a minor in legal studies in business. Students wishing to declare a minor in legal studies in business should consult with the Office of Undergraduate Education.

**Required:**

LGST 4100 Business Law

**Plus two of the following courses:**

LGST 4110 Legal Writing and Research

LGST 4120 International Business Law

LGST 4130 Fraud Prevention and Investigation

LGST 4140 Insurance and Risk Management

LGST 4150 Real Estate Law

LGST 4160 Law of E-Commerce

LGST 4170 Employment Law for Human Resource Professionals

LGST 4180 Sports and Entertainment Law

LGST 4210 Mock Trial (*instructor approval required*)

MGMT 4170 Negotiations

TAXN 4100 Business Taxation

## MINOR IN MANAGEMENT

An undergraduate business student who meets the major requirements for another area within the business school and completes the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a minor in management. Students wishing to declare a minor in management should consult with the Office of Undergraduate Education.

**Required:**

MGMT 4120	Corporate and Cooperative Strategy
MGMT 4150	Environment, Society, and Capitalism
MGMT 4180	Management of Technology and Innovation

## MINOR IN MARKETING

An undergraduate business student who meets the major requirements for another area within the business school and completes the following courses, in addition to the required courses listed on page 12, is eligible for transcript designation of a minor in marketing. Students wishing to declare a minor in marketing should consult with the Office of Undergraduate Education.

**Required:**

MKTG 4100                      Consumer Behavior

MKTG 4110                      Marketing Research

**Plus one of the following courses:**

MKTG 4120                      Marketing Strategy

MKTG 4220                      Sales Force Management

MKTG 4230                      International Marketing

MKTG 4240                      Relationship Marketing

MKTG 4260                      Advertising and Brand Promotion

MKTG 4600                      Cases in Marketing

MKTG 4610                      Research Design and Applications in Behavioral Sciences (honors course)

**Business Minor for Nonbusiness Students**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## MINOR IN BUSINESS

An undergraduate student who meets the major requirements for a major in the Schools of Architecture, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering and completes the Freeman School's business minor requirements is eligible for transcript designation. Students wishing to declare a minor in business should consult with the Office of Undergraduate Education.

Students are required to meet all prerequisite requirements for enrollment in minor courses. Business courses are listed in the Course Descriptions section beginning on page 57.

**Required:**

ACCN 2010	Financial Accounting
INFO 1010	Introduction to Business Computing
ECON 1010	Introduction to Microeconomics

**Plus four (4) of the following courses:**

ACCN 3010	Managerial Accounting
FINE 3010	Financial Management
INFO 3010	Business Modeling
LGST 3010	Legal, Ethical, and Regulatory Environment of Business
MGMT 3010	Organizational Behavior
MCOM 3010	Management Communication
MKTG 3010	Marketing Fundamentals

**Plus one (1) of the following options:**

One additional Freeman course (3000-level or above)

TIDB 1010 (or TIDB 1020) and TIDB 1110

## ***FREEMAN SCHOOL POLICIES/PROCEDURES FOR BUSINESS MINORS***

To declare a business minor, students must complete the major/minor declaration form. Only those students whose official university records indicate a business minor are considered business minors.

Students seeking a business minor must earn a minimum of 22.5 credit hours and a minimum grade point average of 2.000 in courses counting toward the business minor.

Students may not take Freeman School courses toward the business minor on a Satisfactory/Unsatisfactory or Pass/Fail basis.

All business courses for the business minor must be taken at Tulane through the Freeman School.

Transferred nonbusiness courses need not be from AACSB International schools, but must meet the approval of Newcomb-Tulane College.

Business minors are welcome to review the collection of resource books and materials provided by the Career Management Center to assist them in their job searches and career development. These resources are in the Turchin Library on the third floor of Goldring/Woldenberg Hall I. Business minors must use the University's Career Services Center for any other career-related services.

## ***MINOR AND NONBUSINESS STUDENT ENROLLMENT POLICIES***

Permission to enroll in business core classes is based on class standing, prerequisite completion, and availability of space.

**Priority for Freeman School classes is given first to business majors.** Business minors and all others must request authorization to enroll in Freeman courses by completing a Course Request Form available in the Office of Undergraduate Education (Suite 200, Goldring/Woldenberg Hall I).

Certain classes and sections may be closed to non-majors, depending on demand from business majors and available space. Closed classes and sections will vary by semester and year.

Business minors must take all Freeman School courses at Tulane. Only nonbusiness courses are eligible for transfer.

## ***BUSINESS MINOR SUMMER PROGRAM (BMSP)***

The A.B. Freeman School of Business offers a program whereby nonbusiness students interested in obtaining a business minor can do so in one summer. Courses are taken in two separate sessions in one summer semester. Students enrolled in the program must take all seven courses in the same summer to complete the Business Minor Summer Program. Students enrolled in this program are guaranteed space in all courses required for the BMSP.

Interested students should visit the Office of Undergraduate Education in GWI, Suite 200, or contact the office at 504-865-8377.



# **Energy Specialization**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## Energy Specialization

With the approval of the Energy Institute Faculty Committee and the BSM Curriculum Committee, a student in the Bachelor of Science in Management program may receive an Energy Specialization by completing at least nine semester credit hours of energy-related coursework. In addition to satisfying the course requirements, each student who receives the Energy Specialization must be approved by faculty affiliated with the Energy-Tulane Energy Institute. The Tulane Energy Institute Faculty Committee must review and approve any waivers or deviations from these requirements.

### **Required for the BSM Energy Specializations:**

ENRG 4100 Energy Markets, Economics, and Policy (formerly FINE 4220 and FINE 2200)

### **Students can complete the BSM Energy Specialization by completing two of the following four courses:**

ENRG 4200 Energy Fundamentals and Trading (formerly FINE 4230)

FINE 4140 Risk Management

FINE 4160 Equity Analysis/Burkenroad Reports

*FINE 4160 may be used in the Energy Specialization; however, the student is also required to serve as a financial analyst for an energy company in the Burkenroad Reports portfolio of companies. Burkenroad Reports cover approximately 25 small- to mid-cap energy companies.*

FINE 4610 Darwin Fenner Student Managed Investment Program

*FINE 4610 may be used in the Energy Specialization; however, the student must focus on the energy sector. Participation in this course is by invitation only by the finance faculty and is based on academic performance.*

Application forms may be found at <http://energy.tulane.edu>. Students should submit any requests for waivers or deviations from these requirements in writing, addressed to “Energy Institute Faculty,” c/o Edith Martinez at the Tulane Energy Institute, Mezzanine Level, Goldring/Woldenberg Hall II.

**Joint BSM/MACCT Program**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## Program Description

### ***BACKGROUND***

The accounting profession is held by many in the same esteem as medicine, law, engineering, or architecture. It is the only profession that one can enter directly from a business school, usually via a job with a public accounting firm. One can remain in public accounting and become extremely successful (by advancing along the hierarchy from staff accountant to partner) or after a brief period in public accounting, a person may choose to accept a job in industry. This transfer is facilitated by the fact that industry usually hires its Chief Financial Officers, Vice-Presidents of Finance, Controllers, and/or Treasurers by enticing prospective employees from public accounting firms.

In order to become a professional, one must take and pass a four-part national exam, prepared and graded by the American Institute of Certified Public Accountants (CPA exam). This exam is recognized as one of the most difficult as evidenced by the pass rate of first-time takers. Each state, through its respective State Board of Accountancy, has its own, **unique**, education requirements to determine who is eligible to “sit for” this exam. In addition, there may be further education requirements to determine who may become licensed to practice as a professional and hold themselves out to be a Certified Public Accountant (CPA). To complicate matters further, no public accounting firm will hire a graduate for a full-time job unless that person meets the education requirements of the state where they plan to live and work. The CPA firms do not expect a prospective employee to have taken the CPA exam, however, they insist that they have met the education requirements to sit and become licensed.

Virtually all states require 150 semester hours of college credit. There are significant differences, however, in the required number of courses in accounting and tax, business and liberal arts. In addition, several states require specific courses and/or courses which must be pre-approved by that state.

### ***PROGRAM FUNDAMENTALS***

In order to allow our students to enter the profession upon graduation, the A.B. Freeman School of Business has developed a Joint BSM-MACCT program. The fundamentals of the program are as follows:

- The MACCT portion of the program is 30 hours of graduate courses over and above the BSM requirements of 122 hours. It is usually completed in five years.
- Each student’s program is “tailor made” by Beau Parent or Christine Smith to meet the education requirements of the state(s) in which the student plans to begin his/her career upon completion of the program.
- By Joint program we mean that, in the last four semesters, the student is taking both graduate and undergraduate courses. The reason for this is scheduling and an agreement with graduate admissions, whereby any undergraduate scholarship that the student has, continues for the fifth year as long as the student has not met the requirements to fulfill their BSM degree until their last semester at Tulane. At the end of five years, the student receives two degrees: a BSM in the major of their choice and a MACCT degree.

The program can be done with or without a Busy Season Internship (BSI). The busy season in the accounting profession occurs from approximately January 1<sup>st</sup> through April 15<sup>th</sup>. Students receive assistance in obtaining a BSI with a major CPA firm in the city and state where they plan to live and work upon completion of the program. The students receive the same training, do the same work and receive approximately the same pay as the firm’s full-time new hires, working 50-70 hours per week. In addition, the student receives 3 hours of credit for the BSI after completing other related academic requirements. It is a fantastic learning experience which normally leads to a full-time job offer from the CPA firm to commence after graduation. The CPA firms hire a large percentage of their new employees through this and similar internship programs. Upon completion of the BSI, the student returns to Tulane and takes 9 hours of intensive graduate accounting courses between April 16<sup>th</sup> and May 25<sup>th</sup>. Therefore, the BSI semester is a 12 hour semester for which the student pays tuition, or retains their scholarship(s) if they have any.

## Degree Requirements

### ***UNDERGRADUATE COURSE REQUIREMENTS***

A student must complete a minimum of 122 hours of undergraduate coursework, including all requirements for the BSM degree and all prerequisites for the MACCT program. BSM students must choose an undergraduate major in the Freeman School and complete the requirements for that major.

Though BSM students may choose to double major either within the Freeman School, or in the Freeman School and either with the School of Liberal Arts, School of Public Health and Tropical Medicine, or the School of Science and Engineering, a double major may increase the total number of undergraduate credits required to complete the joint program. Please see your undergraduate academic advisor for information on undergraduate double major requirements and the BSM/MACCT program.

Joint BSM/MACCT program students should consult the BSM handbook for curriculum, course descriptions, rules, and regulations governing the undergraduate portion of the program.

### ***GRADUATE COURSE REQUIREMENTS***

In addition to completing all BSM requirements, a MACCT student must complete 30 credit hours of approved graduate coursework, 18 hours of which must be graduate-level work in the accounting/taxation area. If a student has taken the undergraduate equivalent of any required graduate courses, the student must substitute approved graduate elective courses to bring the graduate-level credits earned at the Freeman School to 30 hours. A joint BSM/MACCT student must complete the following 21 hours of required graduate-level courses and six hours of elective graduate-level courses:

<b><i>Required Courses</i></b>		<b><i>Credit Hours</i></b>	<b><i>Semester Offered</i></b>
ACCN 7100	Ethics in Accounting and Finance	3	Fall
ACCN 7110	Auditing	3	Fall
ACCN 7120	Advanced Financial Accounting	3	Spring
ACCN 7140	Advanced Managerial Accounting	3	Spring
ACCN 7230	Financial Accounting Seminar I	3	Fall
LGST 7210	Business Law	3	Fall
TAXN 7250	Tax Planning for Corporate Decisions	3	Fall

### ***Elective Courses***

Nine hours of graduate elective credit, up to three hours of which may come from one of the following internships:

ACCN 7550	Public Accounting Internship (busy-season)	3	Spring
ACCN 7560	Professional Accounting Internship (corporate)	1-3	All

### ***Undergraduate Coursework Requiring Graduate-Level Substitutions***

Students who have taken the following undergraduate courses may not receive credit for taking the graduate-level courses that cover the same material. Instead, they must substitute an approved graduate-level elective in place of the required graduate-level course. Students who need to take graduate-level substitutions are still required to fulfill 30 credit hours of graduate coursework, including a minimum of 18 graduate-level hours in the accounting/taxation area.

#### **If a student has taken this undergraduate course:**

ACCN 2010	Financial Accounting
ACCN 3010	Managerial Accounting
ACCN 4100	Auditing
ACCN 4120	Advanced Financial Accounting
ACCN 4140	Advanced Managerial Accounting
ACCN 4150	Accounting Information Systems
LGST 4100	Business Law

#### **The student may not receive credit for this graduate course:**

ACCN 6010	External Reporting and Financial Analysis
ACCN 6020	Internal Reporting and Financial Analysis
ACCN 7110	Auditing
ACCN 7120	Advanced Financial Accounting
ACCN 7140	Advanced Managerial Accounting
ACCN 7150	Accounting Information Systems
LGST 7210	Business Law

Once admitted to the BSM/MACCT program, students should consult the MACCT handbook for curriculum, course descriptions, rules, and regulations governing the graduate portion of the program.

## Internship options

The joint BSM/MACCT program may involve one of two internship options:

### ***Busy Season Internship (ACCN 7550 Public Accounting Internship)***

The busy season internship is a full-time, spring internship with a major accounting firm. Students must have completed Auditing (ACCN 7110) and Tax Planning for Corporate Decisions (TAXN 7250) to participate in this internship. Typically, the internship takes place in the city and state in which the student plans to live and work after graduation. Students earn three graduate-level credit hours for the internship, which runs from approximately January 1 through April 15. Because this internship is full-time, students may not take coursework while participating in the internship. Following completion of the internship, students return to campus for nine credit hours of intensive accounting coursework until the end of May.

The busy season internship provides students with a realistic introduction to the accounting profession. Because seniority in most CPA firms is primarily measured by the number of busy seasons worked, joint BSM/MACCT graduates who pursue the internship will have a professional advantage over BSMs who graduated the previous May. Students should seek approval for ACCN 7550 from Professor Beau Parent.

### ***Corporate Accounting Internship (ACCN 7560 Professional Accounting Internship)***

The corporate accounting internship is a minimum of 10 weeks and includes, but is not limited to, accounting-related functions in industry, banking, hospitals, government, not-for-profit, universities, CPA firms, or service organizations. The corporate internship can be part-time, and can carry from one to three graduate-level credit hours, and may be taken at any time after a joint BSM/MACCT student begins taking graduate coursework. The internship carries responsibilities above entry level and involves the same difficulty of work and training for the student that any new full-time hire receives when entering a firm. The student and the firm agree on the schedule of hours, financial arrangements, and employer supervision. Students should seek approval for ACCN 7560 from Professor Beau Parent.

Although joint BSM/MACCT students receive assistance in obtaining internships, the Freeman School cannot guarantee availability of either the busy season internship or the corporate accounting internship. A maximum of three hours of internship graduate-level credit will apply toward the MACCT degree. A paid internship may partially offset the additional semester (or year) of tuition. If a student cannot secure an internship, the student may substitute graduate-level elective hours during the semester.

## Admission Requirements

To be considered for admission to the joint BSM/MACCT program, students must:

- Be currently enrolled in the BSM program;
- Successfully complete Intermediate Financial Accounting I (ACCN 3100);
- Successfully complete, or be enrolled in, Intermediate Financial Accounting II (ACCN 4110). If the student is enrolled in ACCN 4110 at the time of application and is subsequently admitted to the program, participation in the BSM/MACCT program is contingent upon successful completion of ACCN 4110;
- Submit a completed application, including scores from the Graduate Management Admission Test (GMAT), no sooner than one semester prior to taking their first graduate course. Applications can be completed online at <https://freeman-tulane-admissions.symphlicity.com/>.

At the time of application, the student will be asked to meet with the MACCT faculty advisor, Professor Beau Parent or Professor Christine Smith, to develop a suitable curriculum to enable the student to meet the degree requirements and sit for the CPA exam in the jurisdiction in which the student plans to practice.

## **Financial Aid**

Because financial aid for each student is based on the original terms of funding, federal policies, and other specific program rules, it is important to discuss the financial aid and cost implications of enrolling in a joint program. Tulane University and the Freeman School are fully committed to enabling students to achieve their goals through the opportunities at Tulane. Prior to enrolling, students should meet with a counselor in the Office of Graduate Admissions at the Freeman School to develop a clear understanding of the requirements for their individual situations.



**Joint BSM/JD Program**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## **Program Description**

With the permission of the Dean of Newcomb-Tulane College and the Associate Dean for Undergraduate Education in the A. B. Freeman School of Business, undergraduate students pursuing the BSM degree may apply for admission to Tulane Law School during the junior year.

The 3-3 program does require advance planning and it is important that the student work closely with a Freeman School academic coordinator to ensure that by the end of the junior year, the student has completed a minimum of 93 credit hours towards the BSM degree as follows: all Newcomb-Tulane core curriculum, all required non-business courses, all business core requirements, all major requirements, and other electives necessary to meet the 93 credit hour minimum.

The Freeman School will waive 29 credit hours of BSM coursework as follows: first, from a student's free electives and second, with the approval of the associate dean, from a student's required business electives. If admitted to the Tulane Law School, students enroll as full-time law students during what would otherwise be the senior year. At the successful conclusion of the first year of law school, the 29 credits earned towards the JD degree will also be accepted as credit towards the BSM degree, and the BSM degree will be awarded. This program enables students to receive the BSM degree and the JD in six years.

Students wishing to apply to Tulane Law School under the 3-3 Program should take the LSAT during the summer between the sophomore and junior years, or during the fall semester of the junior year. Application to Tulane Law School should be made between October 1st and January 1st of the junior year.

# **Course Descriptions**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

# Course Descriptions

## REQUIRED COURSES

The required courses make up the BSM Core Curriculum and should not be dropped, nor can they be taken elsewhere. Students may not transfer Freeman core courses from other universities once they are admitted to the Freeman School. Courses that are not marked as required courses are categorized as Freeman elective courses.

## REQUIRED COURSES - FIRST YEAR

INFO 1010	Introduction to Business Computing
TIDB 1010	More than Just Business I or TIDB 102 Law and Order
TIDB 1110	More than Just Business II
CDMA 1010	Career Development and Management

## REQUIRED COURSES - SECOND YEAR\*

ACCN 2010	Financial Accounting
INFO 3010	Business Modeling
LGST 3010	Legal, Ethical, and Regulatory Environment of Business ( <i>Writing Intensive</i> )
CDMA 2010	Career Development and Management

## REQUIRED COURSES - THIRD YEAR\*

ACCN 3010	Managerial Accounting
FINE 3010	Financial Management
MGMT 3010	Organizational Behavior ( <i>Writing Intensive</i> )
MCOM 3010	Management Communications ( <i>Writing Intensive</i> )
MKTG 3010	Marketing Fundamentals
CDMA 3010	Career Development and Management

## REQUIRED COURSES - FOURTH YEAR

MGMT 4010	Strategic Management
MGMT 4900	Business Capstone Experience
CDMA 4010	Career Development and Management

\* We recommend that students complete required courses during the above-mentioned years.

All courses carry three credit hours unless otherwise noted in the descriptions below. Course offerings may change after this handbook is published. Not all courses listed in this handbook will be offered in a given semester or year.

## **ACCOUNTING AND TAXATION**

### **ACCN 2010 Financial Accounting\*\***

This BSM prerequisite introduces concepts, techniques, and conventions for measuring and communicating the results of operations and the financial position of a business enterprise. It emphasizes the development and the use of financial information reported to the public.

### **ACCN 3010 Managerial Accounting\*\***

Prerequisite: ACCN 2010

ACCN 3010 emphasizes the role of accounting information in management decision-making for profit-seeking organizations. It develops the importance of information to decision-relevance through the study of traditional cost accounting, managerial economics, operations research, and the behavioral sciences.

### **ACCN 3100 Intermediate Financial Accounting I**

Prerequisite: ACCN 2010, sophomore standing or above

ACCN 3100 is a concept-oriented course that introduces the intensive examination of financial reporting issues and financial statement categories, focusing on the asset side of the balance sheet. It is required for accounting and finance majors and recommended for others who desire advanced exposure to financial reporting issues. ACCN 3100 continues in ACCN 4110.

### **ACCN 4100 Auditing**

Prerequisite: ACCN 3100

ACCN 4100 examines the professional auditing function, particularly emphasizing public accounting. The course is recommended for CPA examination candidates only.

### **ACCN 4110 Intermediate Financial Accounting II**

Prerequisite: ACCN 3100

ACCN 4110 is a concept-oriented course that continues the intensive examination of financial reporting issues and financial statement categories begun in ACCN 3100, focusing on the liability side of the balance sheet.

### **ACCN 4120 Advanced Financial Accounting**

Prerequisite: ACCN 3100

ACCN 4120 explores complex accounting areas, including consolidations, partnerships, not-for-profit accounting, and multinational accounting. It is recommended for CPA examination candidates only.

### **ACCN 4130 Financial Statement Analysis**

Prerequisite: FINE 3010, junior standing or above

ACCN 4130 helps students understand and analyze financial statements, prepare pro-forma statements and critically review business valuation. Financial statement analysis is used by decision-makers in a variety of settings. Managers use financial data to monitor and judge their firms' performance relative to their competitors, communicate with external investors, select operational and financial strategies, and evaluate potential investment opportunities. Securities analysts use financial data to evaluate firms and make buy/sell recommendations to their clients. Bankers and creditors use financial information to decide whether to extend a loan to a client and to determine the terms of the loan. Financial data is also used by business consultants to carry out, among other things, competitive analyses of their clients' businesses. ACCN 4130 emphasizes how the economics of a business situation translates into accounting data and how managerial incentives and opportunities affect accounting choices, given the competitive and regulatory environment. This course takes a user's rather than a preparer's perspective and does not emphasize specific accounting standards or accounting regulation. Such details are covered in other courses such as ACCN 2010 and ACCN 3100.

### **ACCN 4140 Advanced Managerial Accounting**

Prerequisite: ACCN 3010, junior standing or above

ACCN 4140 explores recent developments in managerial accounting theory and practice. The course features quantitative approaches to collecting, analyzing, and transmitting cost, revenue, and profit data for internal planning and control, and it uses readings, problems, cases, and computer exercises. The course is recommended for both accounting and finance majors.

**ACCN 4150 Accounting Information Systems**

Prerequisite: ACCN 3010, junior standing or above

ACCN 4150 integrates the concepts of accounting and computer systems to develop an understanding of computerized accounting information systems. The course involves the extensive use of computer systems, including system development and maintenance as well as output use. It is recommended for accounting and finance majors, and for others who desire exposure to this area.

**ACCN 4550 Internship**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**ACCN 4560 Professional Accounting Practicum**

Prerequisites: ACCN 4100, ACCN 4110, LGST 4100 and TAXN 4100, or instructor approval

During the period January 1 – April 15, students participate in a “busy season” internship with a “Big 4” accounting firm or large local firm approved by the director of the BSM/MACCT joint-degree program. The workload is 40 hours to 80 hours per week under the direct supervision of one or more certified public accountants. It involves the same difficulty of work and training that any new full-time, new-hire receives when entering the firm. In addition, this course has two writing components. In the first, the student submits a five- to ten-page research paper on an auditing or tax-related topic (pre-approved by the program director) involving an actual problem encountered by the student during the internship. In the second writing component, the student keeps a journal of the student’s activities (without breaking the client/firm confidentiality requirements). This journal is to be a daily (preferable) or weekly (mandatory) task. It is to contain a description of activities accomplished, questions raised, and conclusions reached about what was learned for the day. This journal is submitted to the director of the program at the Freeman School, who will review and discuss it with the student. It must include time sheets (client info may be blocked out) and must be mailed to the director at least twice a month. In addition, students in this course will present at a technical meeting of the Beta Nu chapter of Beta Alpha Psi at the Freeman School concerning their experiences.

**ACCN 4910 Independent Study**

Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing

Freeman School seniors demonstrating academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An independent study requires the approval of the supervising instructor and area head. The credit does not apply towards the accounting major requirements for a BSM degree; it may be used as business elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

**TAXN 4100 Business Taxation**

Prerequisite: ACCN 3100

TAXN 4100 examines the federal system of taxation as it relates to businesses. The course includes an analysis of the taxation of corporations, S corporations, and partnerships. TAXN 4100 uses a business-cycle approach, wherein the tax effects of formation, ongoing operation, and disposition of the entity are discussed. Tax effects of various transactions as they relate to the shareholders/partners are also discussed. The course is “Code” (Internal Revenue Code) oriented, emphasizing the primary authorities that govern tax matters. TAXN 4100 is required for CPA examination candidates.

\*\* Business core courses (are required for the BSM degree)

## **CAREER DEVELOPMENT AND MANAGEMENT**

Grades will not be awarded for the CDMA courses. Credits awarded for the CDMA courses will not count towards the 122 minimum credits needed for the BSM degree. CDMA courses must be taken in sequential order, one level each year (CDMA 1010 in the freshman year, CDMA 2010 in the sophomore year, CDMA 3010 in the junior year, CDMA 4010 in the senior year). Students who have not completed CDMA 1010 and CDMA 2010 by the end of their sophomore year will be blocked from registering for the next semester until they have met with their BSM Academic Coordinator.

### **CDMA 1010 Career Management and Development Sessions\*\***

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Career Planning, Alignment for Best Fit, and The Power of Networking. Credit hours are not awarded for this required course (0.5 credits). **CDMA 1010 must be taken in the freshman year.**

### **CDMA 2010 Career Management and Development Sessions\*\***

Prerequisite: CDMA 1010, sophomore standing

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Basic Training, Alumni Career Panel, and The Interview. Credit hours are not awarded for this required course (0.5 credits). **CDMA 2010 must be taken in the sophomore year.**

### **CDMA 3010 Career Management and Development Sessions\*\***

Prerequisite: CDMA 2010, junior standing

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Assessing the Opportunities, The Internship Option, and The Myth of Privacy. Credit hours are not awarded for this required course (0.5 credits). **CDMA 3010 must be taken in the junior year.**

### **CDMA 4010 Career Management and Development Sessions\*\***

Prerequisite: CDMA 3010, senior standing

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Owning the Job Search, Advanced Interviewing, and Post Graduate. Credit hours are not awarded for this required course (0.5 credits). **CDMA 4010 must be taken in the senior year.**

\*\* Business core courses (are required for the BSM degree)

## **ENERGY**

### **ENRG 4100 Energy Markets, Economics, and Policy**

Prerequisites: ECON 1020 or 1040, sophomore standing or above

The course covers a range of energy-related topics including major challenges and policy issues facing the industry, history of the industry, company profiles and strategies, energy economics, energy regulatory environment, energy markets, energy technology, and the environment and sustainable development. An executive speaker series is an integral component of the course. Students must complete a group paper and presentation as well as an individual paper on an energy subject jointly agreed to by the professor and the student. **Note:** *This course cannot be used as one of the three required finance electives towards the finance major. This course can be used as a free elective towards the BSM degree.*

### **ENRG 4200 Energy Fundamentals and Trading**

Prerequisites: INFO 3010, FINE 3010; junior standing or above

The course will cover the fundamentals of energy production, transportation, refining and related marketing and trading activities. Structure of physical and financial markets, risk management practices, and portfolio modeling will be covered. The course will include interactive trading in the university's new state-of-the-art trading facility, which will focus on the futures market of the New York Mercantile Exchange (NYMEX) to test student developed trading strategies, mark-to-market models, options and risk management tactics used in today's fast-paced energy trading environment. **Note:** *This course cannot be used as one of the three required finance electives towards the finance major. This course can be used as a free elective towards the BSM degree.*

## **FINANCE AND BUSINESS ECONOMICS**

### **FINE 3010 Financial Management\*\***

Prerequisites: ACCN 2010, MATH 1140, MATH 1150, ECON 1010; Corequisite: ECON 1020

This course provides an introduction to finance for students aspiring to careers in financial management. It also provides a general understanding of finance for other students. The course covers time value of money and the valuation of stocks, bonds, and real investment projects.

### **FINE 4100 Advanced Financial Management**

Prerequisites: FINE 3010, INFO 3010

This course is intended for students who wish to learn and analyze the concepts, theories, and applications of modern corporate finance. The course builds on the topics of FINE 3010, and covers a wide range of topics related to corporate finance. Specific topics include in-depth analyses of firms' financing choices, cost of capital, valuation, advanced capital budgeting, agency costs, dividend policy, stock splits and repurchases, institutional and legal aspects of corporate restructuring, mergers and acquisitions, corporate risk-management basics, and financial distress. The course will also cover stock option characteristics, valuation, and applications.

### **FINE 4110 Investments in Equities**

Prerequisites: FINE 3010, INFO 3010

This course focuses on equity investing. The major topic areas are equity markets, valuation, and portfolio management. Course content consists of descriptive material, theoretical models, and the practical application of theory. Topics include stock market exchanges, indexes, risk and return, diversification, market efficiency, portfolio theory and management, portfolio evaluation, mutual funds, and fundamental market, industry, and company analysis.

### **FINE 4120 Analysis of Fixed Income Securities**

Prerequisites: FINE 3010, INFO 3010

This course deals with the analysis of fixed income securities. Topics include valuation of different bond types, calculation of yield to maturity and total returns, accrued interest, day-counting rules, measurement of interest rate risk (duration and convexity), term structure of interest rates, money markets, mortgages and the concept of pass-through securities, and management of interest rate risk through fixed income derivatives. Theoretical aspects and applications of theory are both presented. Spreadsheet modeling in the above areas may be introduced.

### **FINE 4130 Venture Capital & Private Equity**

Prerequisites: FINE 3010

This course analyzes the concepts and theories of entrepreneurial finance, which includes venture capital and private equity. The course builds on the core finance topics covered in FINE 3010 and covers a wide range of topics related to entrepreneurial finance. Apart from an in-depth analysis of new venture financing, the course also covers the financial aspects of strategic and business planning, financial forecasting, valuation, organization design and financial contracting, and financing and harvesting choices.

### **FINE 4140 Risk Management**

Prerequisites: FINE 4100, FINE 4110, FINE 4120

This course focuses on 1) the identification of financial risks associated with interest rates, currencies, and commodities; 2) measurement of risk exposure; 3) the corporate hedging decision; 4) risk-management strategies; 5) risk-management tools including forwards, futures, options, and swaps; and 6) the integration of risk-management and innovative financing techniques.

### **FINE 4150 International Finance**

Prerequisites: FINE 4100, FINE 4120

This course provides an integrated view of international financial markets and the management of multinational firms. It introduces students to markets for spot currency transactions, currency forwards, options, and swaps. Students are familiarized with tools for valuing instruments traded in these markets. The course then focuses on the opportunities and challenges these markets present to multinational managers attempting to manage exposure to exchange rates, raise capital in international capital markets, and evaluate international capital budgeting projects.

**FINE 4160 Equity Analysis/Burkenroad Reports**

Prerequisites: ACCN 3100; Corequisite: FINE 4110

Students must apply for this course and enrollment is based on invitation only. Enrollment is limited to finance majors in the second semester of their junior year or first semester of their senior year with minimum 3.000 cumulative and business grade-point averages.

In this valuable hands-on course, teams of three or four students meet with top management, visit company sites, develop financial models and publish in-depth investment research reports on public companies. The reports become available at [www.burkenroad.org](http://www.burkenroad.org) and are distributed to more than 20,000 institutional and individual investors. Students are also responsible for introducing company management at the Burkenroad Reports Investment Conference each spring. The companies are located in Alabama, Florida, Georgia, Louisiana, Mississippi, and Texas.

**FINE 4190 Commercial Bank Management**

Prerequisite: FINE 3010

FINE 4190 explores emerging institutional changes as they relate to the structure of commercial banks. Topics include asset and liability management, loan evaluations and policies, investment policies and management, and financial analysis of banks. **Note:** *This course cannot be used as one of the three required finance electives towards the finance major. This course can be used as a business elective or free elective towards the BSM degree.*

**FINE 4210 Real Estate Planning and Development**

Prerequisites: FINE 4100; senior standing

FINE 4210 places the student in the role of real estate project manager, using the tools of the developer, entrepreneur, and business person. The primary responsibility of the principal or consultant in a real estate venture is to manage all resources efficiently and effectively. The course will examine current professional development in real estate and the decision-making process under changing economic conditions, environmental expectations, and federal and state tax legislation. **Note:** *This course cannot be used as one of the three required finance electives towards the finance major. This course can be used as a business elective or free elective towards the BSM degree.*

**FINE 4240 History of Finance**

Prerequisites: ECON 1010 and ECON 1020

This is a topics-oriented approach to the history of pre-industrial, industrializing, and industrialized economies – with a focus on the United States and Western Europe. Particular emphasis is placed on the historical conditions that caused major changes in financial markets. Topics covered include the role of elites in the development of new mediums and mechanisms of exchange; the evolution of modern fiscal systems to finance territorial expansion, geopolitical strategies, and subsequent military operations; the articulation of new financial networks in the wake of the world wars of the twentieth century; and the deployment of globalized systems of finance and trade at the conclusion of the Cold War and at the start of the new century. This course discusses who, what, where, when, and how various financial instruments evolved, ranging from clay tablet receipts for grain in ancient Sumer, to the deployment of government bonds in England during the Napoleonic Wars and includes the birth of statistics based insurance markets in 18<sup>th</sup> century Scotland. We will place particular emphasis on assessing the historical conditions that caused these major additions to the portfolio of available financial instruments.

**FINE 4550 Internship**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**FINE 4600 Cases in Financial Management**

Prerequisites: FINE 4100, FINE 4110, FINE 4120; senior standing

An applications-oriented course, FINE 4600 typically deals with cases involving working capital, mergers, corporate valuation, and capital budgeting analysis and planning. The course reinforces and applies concepts and techniques from accounting and financial economics in a practical setting. Credit analysis for bank lending is included.

**FINE 4610 Darwin Fenner Student Managed Fund Honors Seminar**

Prerequisites: FINE 4100, FINE 4110, FINE 4120; Invitation by finance faculty; senior standing and finance major  
This course satisfies the upper level honors course requirement for students in the honors program.

This course combines academic study with actual investing. As part of the course, students manage a portfolio of stocks called the Darwin Fenner Student Managed Fund. Students study academic research papers and classic writings that have influenced equity investing. Through reading and discussing academic research papers, students develop a critical thinking process and proprietary investment models. Working in groups, students analyze all stock in their assigned sector of the stock market and make buy, sell, and hold recommendations to the class. In addition, the class evaluates the historic performance of the fund.

**FINE 4890 Financial Literacy Service Learning (Add-on Component)**

Prerequisites: FINE 3010 and senior standing

Corequisite: FINE 4100 or FINE 4600

Students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an add-on component to FINE 4100 or FINE 4600. This added one-hour component supplements the finance curriculum and gives students the opportunity to research, prepare and teach core elements of financial literacy to high school students who live in the New Orleans community. Students are required to fulfill 40 hours of public service. The 40 hours of public service includes preparation of lesson plans, lab meetings with reflection, and classroom experiential teaching in a high school class environment.

**FINE 4910 Independent Study**

Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing

Freeman School seniors demonstrating academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An independent study requires the approval of the supervising instructor and area head. The credit does not apply towards the finance major requirements for a BSM degree; it may be used as business elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

\*\* Business core course (is required for the BSM degree)

## **INTERNATIONAL BUSINESS**

### **INBS 3100 International Business Management**

Prerequisites: The required nonbusiness courses (ECON 1010 & 1020, PSYC 1000 or 1010, MATH 1150 or MATH 1210, and MATH 1140) and sophomore standing

This course deals with the management of global expansion and strategy of firms. To be successful in global business ventures, managers must be prepared to experience the complexity of operating in an international context. This requires an understanding of how the world political and economic systems operate as well as how the unique challenges of different business cultures and institutions affect the development and implementation of business strategies. This course introduces the student to some of the special cases presented by the international context for management of human resources, international finance, global operations, international team building and leadership, and for business strategy.

*During the 2011-2012 academic year, this course will be offered in some of the Freeman semester/summer abroad programs only.*

## **INFORMATION MANAGEMENT**

### **INFO 1010 Introduction to Business Computing\*\***

The goal of Introduction to Business Computing is to ensure that all business students have the computing skills necessary to support subsequent courses in their college career and to prepare students for internships in the business world. The focus of the course will be on learning to use Microsoft Excel application program and to pass the Microsoft Office certification tests. Mastery of these programs leads to facility in learning and using other software application tools. At the end of the coursework, the students will be certified in world-recognized resume credentials, the Microsoft Office Specialist (MOS) certification in Excel. The certification tests are given as part of the coursework. Students who arrive on campus with the Microsoft Certified Application Specialist Certification for Excel 2007 or Excel 2010 may waive this course requirement; please consult with the course instructor to apply for a waiver. Course is worth 1.5 credits.

### **INFO 3010 Business Modeling\*\***

Prerequisite: MATH 1140

This course introduces students to the use of the computer as a business modeling tool. The overarching goal is to teach students to use computers to analyze models and data for integrated decision making across multiple domains including finance, marketing, accounting, strategy, and operations. The course proceeds in several parts: 1) Data Modeling - building on INFO 1010 and MATH 1140, the course will review data modeling in Excel; 2) Deterministic Modeling - the course will cover decision-making under certainty using optimization models such as linear programming. Problems such as portfolio optimization, transportation, and assignment are covered and the concepts of problem formulation and sensitivity analysis are introduced; 3) Spreadsheet Automation - concepts for programming in Excel will be introduced; 4) Probabilistic Modeling - decision making in an environment of uncertainty is covered using simulation and the principles of decision analysis. Students will also learn to choose the appropriate probability distribution for a given problem; and 5) Data acquisition from databases and SQL - the course ends by teaching how to query Access databases and introduces structured query language (SQL).

### **INFO 4110 Business Programming**

Prerequisites: INFO 3010, junior standing or above

INFO 4110 gives the student a background in computer programming logic, concepts, and design through a systematic approach to business problem solving, and the application of systems-development approach. Although the course uses Visual Basic as the programming platform, a goal of the course is to concentrate on programming concepts independent of the programming language used. The logic and concepts learned in this class are transferable to other programming projects using macro languages in software products, statistical analysis software, and full-scale software development projects.

### **INFO 4120 Database Management**

Prerequisites: MATH 1140, junior standing or above

INFO 4120 provides a fundamental overview of the values, concepts, principles, skills, and techniques of modern database management systems and of database business application system development. Topics include the needs of business functions for database systems, components of modern database management systems, components of database application systems, logical/functional planning and design of database applications, modeling new database applications, structures of relational database application systems, and fundamentals of using a typical modern dbms (Oracle, Microsoft Access) to build database application systems. Students will first learn the foundations of database and application structures, tools, and techniques. Then, given a case for database and multifunctional business application requirements, students design, construct, and test an integrated database and associated application components.

### **INFO 4130 Systems Analysis and Design**

Prerequisite: INFO 3010

Systems Analysis and Design (SAD) equips students with the background to understand how to develop information systems more effectively and efficiently. This course presents a core set of skills that every analyst needs to know to excel in this dynamic field. It follows the recent trend in SAD and incorporates object-oriented concepts and techniques within System Development Life Cycle (SDLC). The objective of this course is to provide students with an in-depth knowledge of object-oriented systems analysis and design procedures. The emphasis is on the analysis procedures. At the end of the course, the student will be able to analyze business situations and design computer-based information systems using structured design methodologies.

**INFO 4550 Internship**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**INFO 4910 Independent Study**

Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing

Freeman School seniors demonstrating academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An independent study requires the approval of the supervising instructor and area head. Interested students should contact the Office of Undergraduate Education at the Freeman School.

\*\* Business core courses (are required for the BSM degree)

## **LEGAL STUDIES IN BUSINESS**

### **LGST 3010 Legal, Ethical and Regulatory Environment of Business\*\***

Prerequisites: ECON 1010, sophomore standing

A writing intensive component is included in this course.

LGST 3010 examines ethical and legal issues that affect business decision-making. The course covers ethical decision making, including the concepts of professionalism, integrity-based management, compliance-based management, and corporate social responsibility. The course then focuses on the ethical and legal issues associated with the legal system, the litigation process, alternative dispute resolution techniques, business torts based on negligence, intent and strict liability, including fraud, product liability, misrepresentations, and misleading advertising, contracts, consumer protection issues, business crimes, bankruptcy, labor and employment law, laws surrounding equal opportunity, and property law, including patents, copyrights, trade secrets, trade names, and trademarks.

### **LGST 3010 Legal, Ethical, and Regulatory Environment of Business (Honors Option)**

A writing intensive component is included in this course.

This option is open to Tulane Honors Program students. Students enrolled in this section of the course must complete additional assignments and requirements. Please see the description for LGST 3010 for an overview of the course.

### **LGST 3890 Service Learning (Add-on Component)**

Corequisite: enrolled in LGST 3010, junior standing or above

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to the foregoing legal studies courses. This added one-hour component supplements the legal studies curriculum and gives students the opportunity to become familiar with courtroom procedure while acquiring research, investigation, and analytical skills through courtroom observation and data collection. Students are required to fulfill 20 – 40 hours of public service and will engage in reflective learning through journal exercises and class presentations.

### **LGST 4100 Business Law**

Prerequisite: LGST 3010

LGST 4100 examines the basic legal element of almost every business transaction -- a contract. The course focuses on how businesspeople form and perform contracts, as well as possible remedies for breach of a contract. In addition to contracts, the course examines negotiable instruments and how they function in the banking system. The course then focuses on the general rights of creditors and how bankruptcy affects creditor rights. Business Law presents material on the structure of business organizations, including mergers and consolidations, and the use of agents in business. The course concludes with a variety of special topics including property law, landlord-tenant law, insurance law, estate law, and professional liability law. This course is required for the legal studies in business major.

### **LGST 4110 Legal Writing and Research**

Pre- or Corequisite: LGST 3010

LGST 4110 is designed to teach the fundamentals of legal writing and to acquaint the student with the basic resources of computerized legal databases. Students learn the techniques of legal problem-solving and learn to research and draft legal memoranda and briefs through a series of progressively more complex written assignments. This course is required for the legal studies in business major.

### **LGST 4120 International Business Law**

Prerequisite: LGST 3010

LGST 4120 introduces students to relevant features of the various legal systems currently governing the conduct of international business—national, regional, and international. Topics include international trade agreements, international dispute resolution, jurisdictional and choice of law problems, treatment of foreign investments, foreign corrupt practices, conflicting standards on labor, the environment, competition, and tariff law. The course presents policy problems and operational concerns that arise as the result of conflicting laws, gaps in laws, and developing international standards.

**LGST 4130 Fraud Prevention and Investigation**

Prerequisite: LGST 3010

LGST 4130 focuses on providing the professional skills necessary to detect, investigate, and prevent fraud and white-collar crime. The material covered in this course should be of special interest to students in accounting, auditors, fraud investigators, loss prevention specialists, legal studies, criminologists, or business owners/managers because it includes an introduction to investigative techniques and forensic analysis of financial statements and related financial transactions for violations of the law, including fraud violations, statutory violation and compliance violations.

**LGST 4140 Insurance and Risk Management**

Prerequisite: LGST 3010, FINE 3010

LGST 4140 helps students prepare to be successful managers by staying one step ahead of potential problems. In the ever-changing landscape of business, identifying and analyzing risk and managing it through insurance and alternative tools are integral to the overall risk management plans of individuals and firms. This class shows students how risk management impacts important financial decisions, through techniques such as loss control, risk retention, and risk transfer. An added focus on speculative risk management, in addition to current insurance coverage, makes this class essential for managers operating in the business world of today and tomorrow.

**LGST 4150 Real Estate Law**

Prerequisite: LGST 3010

LGST 4150 examines the fundamentals of real estate financing and development from a legal and managerial perspective. The course introduces real estate law to students. The course develops the student's skills in using legal concepts in a real estate transactional setting. The main topics covered include the following: land acquisition, subdivision, construction, permanent loans, joint ventures, management (leasing, environmental), limited partnerships, disposition of real property (sale of mortgaged property, foreclosures, wraparound mortgages, sale-leasebacks), and recent legal developments.

**LGST 4160 Law of E-Commerce**

Prerequisite: LGST 3010

LGST 4160 examines the law relating to the developing field of electronic commerce or electronic business. The first part of the course looks at the online legal environment. Online legal environment issues typically involve dispute resolution, cyber torts and crimes, and intellectual property issues. The second part of the course examines management and e-commerce issues, which involve e-contracting, risk management, and information security. The third part of the course focuses on marketing and e-commerce and examines online marketing, consumer protection, and privacy issues. The fourth part of the course examines employment relationships and web technology, including monitoring employee activities. The fifth section of this course focuses on the economics, finance, and taxation of e-commerce.

**LGST 4170 Employment Law for Human Resource Professionals**

Prerequisite: LGST 3010

The course examines legal issues associated with the hiring process, such as recruitment, background checks, eligibility, hiring and promotion, and managing a diverse workforce, including affirmative action, harassment, and accommodations. The course also covers conditions of employment such as pay, benefits and terms of employment and so forth, managing performance and terminating an employee, including terminating union, nonunion, and public sector employees.

**LGST 4180 Sports and Entertainment Law**

Prerequisite: LGST 3010 and LGST 4100 (cannot have earned credit for LAWU 3100)

LGST 4180 is designed to introduce students to the legal principles applicable to the sports and entertainment industries. The first part of the course focuses on entertainment law, and the second half sports law. The primary areas of the law that are examined are those relating to contracts, torts, intellectual property, agency, anti-trust, labor and employment, and the business forms used in the sports and entertainment industries. The course also examines policy problems and operational concerns that arise as a result of conflicting laws, and gaps in the laws applicable to these two industries.

**LGST 4200 LSAT Review**

The Law School Admissions Test Review course prepares students for the LSAT including familiarizing students with the LSAT's format and structure and developing test-taking strategies. The course is one credit hour taken on an S/U basis, and the course does not count toward the student's degree requirements. Open to business students only.

**LGST 4210 Mock Trial**

Prerequisite: LGST 3010, junior standing

LGST 4210 is a year-long course that examines procedural and evidentiary issues involved in case analysis and trial preparation. The course covers ethical decision making, including the concepts of professionalism, negotiations, public speaking, and legal research and writing. The course then focuses on the ethical and legal issues associated with the legal system, specifically the litigation process and alternative dispute resolutions. The course will involve simulation exercises involving trial preparation and trial procedure, including motion filing and oral arguments. Trial materials will include subject-matter related to business torts based on negligence, intent and strict liability, fraud, products liability, misrepresentations and misleading advertising, contracts, consumer protection issues, business crimes, bankruptcy, labor and employment law, laws surrounding equal opportunity; and property law, including patents, copyrights, trade secrets, trade names, and trademarks. The course will culminate in the participation in a National Moot Court competition where students will compete with other undergraduate institutions.

**LGST 4550 Internship**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**LGST 4890 Service Learning (Add-on Component)**

Corequisite: enrolled in LGST 4100, LGST 4110, LGST 4120, LGST 4130, LGST 4140, LGST 4150, LGST 4160, LGST 4170, LGST 4180, or LGST 4210/4220, junior standing or above

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to the foregoing legal studies courses. This added one-hour component supplements the legal studies curriculum and gives students the opportunity to become familiar with courtroom procedure while acquiring research, investigation, and analytical skills through court room observation and data collection. Students are required to fulfill 20 – 40 hours of public service and will engage in reflective learning through journal exercises and class presentations.

**LGST 4910 Independent Study**

Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing

Freeman School seniors demonstrating academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An independent study requires the approval of the supervising instructor and area head. The credit does not apply towards the legal studies in business major requirements for a BSM degree; it may be used as business elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

\*\* Business core course (is required for the BSM degree)

## MANAGEMENT COMMUNICATION

### **MCOM 3010 Management Communication\*\***

Prerequisites: ENGL 1010, sophomore standing and above

A writing intensive component is included in this course.

Emphasizing a problem-solution approach, MCOM 3010 teaches students to produce professional written documents and oral presentations; to analyze various communication purposes, strategies, and audiences; and to work effectively in teams. Some sections of this course will satisfy one of the University's public service requirements and will provide an additional public service credit.

### **MCOM 3010 Management Communication (Honors Option)**

Prerequisites: ENGL 1010, sophomore standing or above

A writing intensive component is included in this course.

This option is open to Tulane Honors Program students. Students enrolled in this section of the course must complete additional assignments and requirements. Please see the description for MCOM 3010 for an overview of the course.

### **MCOM 3100 Social Media**

Prerequisite: MCOM 3010

Using case studies and real-world examples from large corporations and small business, students explore current and future opportunities of how professionals embrace online social networks, user-generated content and content sharing to communicate. This course looks at these new channels of communication that make up social media and the Web, exploring how these tools fit into a company's traditional integrated communication strategy. **Note:** *As this went to press, this course was in the process of approval for permanent status in the BSM curriculum.*

### **MCOM 3890 Service Learning (Add-on Component)**

Corequisite: MCOM 3010, junior standing and above

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to Management Communication. This added one-hour component supplements the Management Communication curriculum and gives students the opportunity to identify communication opportunities and challenges within a specific organization, identify and analyze various stakeholder groups associated with the organization, and consider the role of communication in achieving the organization's goals. Students are required to fulfill 20 – 40 hours of public service and will develop and execute a semester-long project for their community partner.

**Note:** *Students who wish to complete the public service component to receive credit for the upper-level requirement must take MCOM 3010 concurrently with the public service course in their junior year.*

\*\* Business core course (is required for the BSM degree)

## **MANAGEMENT**

### **MGMT 3010 Organizational Behavior\*\***

Prerequisites: Newcomb-Tulane College social science core requirement, junior standing or above

A writing intensive component is included in this course.

MGMT 3010 applies concepts from psychology and social psychology to organizational problems that managers face. Topics such as perception, communication, attitudes, motivation, influence, group dynamics, and organizational change are covered in a lecture, discussion, and problem-solving framework.

### **MGMT 4010 Strategic Management\*\***

Prerequisites: All 3000-level BSM core classes, enrollment limited to students with senior standing, with priority given to graduating seniors. *MGMT 4010 must be taken concurrently with MGMT 4900. Together, these courses serve as the Business Capstone Experience.*

By integrating the knowledge and skills acquired from the BSM core curriculum, students will identify and diagnose the strategic issues that companies face in complex and competitive environments. Strategic Management encompasses a series of interrelated steps in which managers conduct analyses at the industry, business and corporate levels, decide on strategies to enhance firm competitiveness, put those strategies into action, and constantly evaluate and modify those strategies as needed. This case-based course helps the students to develop skills in conducting industry analysis, identifying the firm's resources and capabilities, and addressing problems in strategy implementation. In MGMT 4010, students assume the role of the practicing general manager, developing a capacity to propose and implement sound, realistic, and specific solutions for the firm's strategic problems.

### **MGMT 4010 Strategic Management\*\* (Business Senior Honors Thesis Section) – Fall Semester Only**

Prerequisites: All 3000-level BSM core classes, enrollment limited to students in the Tulane Honors Program with senior standing. *MGMT 4010 must be taken concurrently with MGMT 4900. Together, these courses serve as the Business Capstone Experience.*

This section of MGMT 4010 is for BSM students in the Tulane Honors Program. Students enrolled in this section of the course will begin work on their Business Senior Honors Thesis. They will complete the Business Senior Honors Thesis in MGMT 5000 in the spring semester. This course is one part of the senior honors thesis and does not count as an honors elective course.

### **MGMT 4100 Business Ethics**

Prerequisite: MGMT 3010

This course considers the ethical responsibilities of managers and corporations. Specific objectives of the course include fostering an understanding of the ethical responsibilities in becoming a manager; improving individual and group skills in identifying and analyzing ethical issues in the contexts they arise, developing action plans based upon those analyses, and providing a safe setting in which to critically examine the assumptions and values people bring to complex business decisions that raise ethical issues. Class sessions will entail case discussions, exercises, and presentations of theoretical frameworks for interpreting business ethics.

### **MGMT 4110 Cases in Entrepreneurship**

Prerequisites: ECON 1010, ECON 1020, and MATH 1150

MGMT 4110 reviews thirteen actual business cases. A visiting CEO (or other top executive) and the professor teach each case jointly. The class explores problems and opportunities encountered in the search, evaluation, and acquisition of new, as well as ongoing, ventures. Students will further develop analytical skills in finance, accounting, business analysis, management, and marketing that they have acquired in other courses. Brainstorming sessions will challenge and improve innovative thinking while assignments and presentations hone business communication skills. Discussion of entrepreneurship, family business, and small business management gives the student an overview of the alternatives to traditional corporate employment. Most importantly, students interact with top-level executives who are role models from whom they can learn how to be successful entrepreneurs.

### **MGMT 4120 Corporate and Cooperative Strategy**

Prerequisites: All 3000-level BSM core courses, junior standing or above

In MGMT 4120, students integrate knowledge from the different functional areas and evaluate strategic decisions in a corporate context. This case-based course emphasizes the analysis of the drivers of value creation and value destruction in such corporate tools as mergers and acquisitions, alliances, and informal inter-organizational networks. Students will learn to apply a set of tools that help them to make better corporate-level decisions addressing diversification, integration, and internal development issues facing modern multi-business firms. The coursework includes a team project.

### **MGMT 4130 Dimensions in Human Resources Management**

Prerequisites: MATH 1140, PSYC 1000, 1010 or 1020, junior standing or above

MGMT 4130 introduces the major strategies and procedures for effectively managing human resources. Through readings, cases, and a series of experiential exercises, students learn about the legal environment of human resource management, analyzing jobs and work, staffing, performance management, training, compensation, and workplace safety.

### **MGMT 4140 Entrepreneurial Management**

Prerequisites: ECON 1010, ECON 1020, and MATH 1150

MGMT 4140 consists of two parts. In the first part, class members team up to choose a business. The teams then create a business plan. By maintaining the books of the firm, students see the financial impact of their decisions. This format emphasizes how day-to-day decisions add to or detract from corporate liquidity and profits or losses. The second part of the course comes from the professor's many years of business experience. Topics include developing and recognizing business opportunities; using teamwork to organize a business; building a realistic business plan; raising capital and borrowing money; interviewing, hiring, and managing people; determining cost structure; analyzing margins; pricing; making decisions in groups; considering ethics; identifying industry characteristics; evaluating financial statements; negotiating; dealing with labor unions; creating a successful business partnership; understanding the banking system and how it works globally; and developing a philosophy of business.

### **MGMT 4150 Environment, Society, and Capitalism**

Prerequisites: All 3000-level BSM core courses, junior standing or above

This course takes a strategic planning perspective to investigate environmental management issues in the context of assessing and responding to competitive and social forces. This course examines a serious challenge to corporations competing in the global economy: How to maximize profitability and production in such a way that will allow the planet to support operations indefinitely. Emphasis will be on the company's ability to use both traditional management concepts and new sustainability practices to build and sustain a competitive advantage. Students will learn how an enterprise can meet sustainability goals while still fulfilling its financial and market objectives.

### **MGMT 4160 Leadership**

Prerequisite: MGMT 3010, junior standing or above

The purpose of this course is three-fold. First, students will develop a general understanding of leadership theories and an understanding of their own leadership traits. Second, students will use theories to help analyze real-world cases involving both successful and unsuccessful examples of leadership. Finally, students will practice their own leadership skills as they lead their teams in a variety of exercises and projects. Course includes a mandatory service learning component.

### **MGMT 4170 Negotiations**

Prerequisites: MGMT 3010, junior standing or above

This course addresses the theoretical foundations and practical skills used in resolving differences and negotiating mutually satisfying outcomes. Students develop skills through simulated negotiations in a variety of contexts. Class topics include the nature of negotiations, different negotiating styles, distributive versus integrative bargaining, conflict, and intercultural bargaining. Self-reflection and giving and receiving feedback are key aspects in developing negotiation skills.

### **MGMT 4180 Management of Technology and Innovation**

Prerequisites: All 3000-level BSM core courses, junior standing or above

Technology, innovation, and entrepreneurship are among the most frequently used terms in today's business environment. We are bombarded by products and technologies that are changing the ways we live and work, but how do we analyze the processes that bring them to market? What exactly is technology? What forces shape its evolution? What roles do strategic alliances, standards, and intellectual property play in forecasting? How should we create product development teams? How should we create organizations that foster innovation? What is the role of creativity in the development of new technologies? These are some of the topics that are covered in this course.

### **MGMT 4550 Internship**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the "curricular practical training" option for students with F-1 visa status.

### **MGMT 4600 Strategic Consulting**

Pre- or corequisite: MGMT 4010, senior standing

A strategic management consultant provides strategic guidance, tactical advice, and implementation support to senior managers in industry and government. Students in this course will learn to make value propositions that reflect their clients' goals and maximize their clients' competitive potential. Topics include industry analysis, consulting skills development, consultant-client relationships, stages of consulting (contracting, data collection and diagnosis, feedback and the decision to act, developing client commitment, implementation, results, and accountability), ethics in consulting, and differences between internal and external consulting. Students will learn to understand resistance and manage meetings; they will study project management and the management of consulting firms.

### **MGMT 4610 Entrepreneurship: Managing New Venture Creation**

Pre- or corequisite: MGMT 4010, senior standing

Entrepreneurs are concerned with the relentless pursuit of opportunities in the marketplace. This course explores the key characteristics of entrepreneurs and the entrepreneurial process. The course provides students with the concepts, techniques, and skills needed to manage the entrepreneurial process and face the challenges of entrepreneurial companies. By the conclusion of this class, students should understand their potential roles as entrepreneurs and have gained a "real-world" orientation to the entrepreneurial process of conceiving and implementing an idea for a new venture.

### **MGMT 4900 Business Integration Capstone\*\***

Prerequisites: All BSM 3000-level core courses; Corequisite: MGMT 4010, enrollment limited to students with senior standing with priority given to graduating seniors.

*MGMT 4900 must be taken concurrently with MGMT 4010. Together, these courses serve as the Business Capstone Experience.*

A writing intensive component is included in this course.

In MGMT 4900, students will pull together and integrate the knowledge, skills, and concepts acquired from the core classes and majors in the Bachelor of Science of Management degree. Students will examine the problem of making strategic business decisions from functional area perspectives and a total organizational perspective. The class will be organized into teams, and the highlight of the course will be a final BSM Case Competition involving all students taking the capstone course. The course requirements include an individual written case analysis and a team case analysis and presentation. Students will also be graded on class attendance and participation and their abilities to work effectively and contribute as team members.

### **MGMT 4910 Independent Study**

Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing

Freeman School seniors demonstrating academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An independent study requires the approval of the supervising instructor and area head. The credit does not apply towards the management major requirements for a BSM degree; it may be used as business elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

### **MGMT 5000 Business Senior Honors Thesis**

Prerequisites: MGMT 4010 Business Senior Honors Thesis Section.

This course is for BSM students in the Tulane Honors Program. Students enrolled in this section of the course will complete their Business Senior Honors Thesis. They will start the Business Senior Honors Thesis in the Honors Thesis section of MGMT 4010 in the fall semester.

\*\* Business core courses (are required for the BSM degree)

## **MARKETING**

### **MKTG 3010 Marketing Fundamentals\*\***

Prerequisites: MATH 1140, MATH 1150 or 1210; ECON 1010 or 1030; ECON 1020 or 1040; and PSYC 1000 or 1010, junior standing or above

This course takes an analytical approach to the study of marketing problems of business firms and other types of organizations. Attention focuses on the influence of consumers, the marketplace, and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort.

### **MKTG 4100 Consumer Behavior**

Pre- or Corequisite: MKTG 3010

This course examines the basic theories, concepts, and findings in understanding the behavior of consumers in the marketplace. The course is focused on understanding the cognitive and emotional factors that govern consumer decision making. The course draws substantially on real-world marketing stimuli to illustrate how the success (or failure) of marketing strategies depends on the close correspondence to (or violation of) principles of consumer behavior.

### **MKTG 4110 Marketing Research**

Pre- or Corequisite: MKTG 3010

This course helps organizations listen to and understand their consumers and markets. This course deals with the methods for the collection, analysis, and interpretation of consumer and market information. The course familiarizes students with important concepts of consumer and market research and provides hands-on experience through real world field projects or cases.

### **MKTG 4120 Marketing Strategy**

Prerequisite: MKTG 3010

Marketing strategy bridges the gap between decisions made for short-term results and those made for the strategic survival and success of the firm. Readings, cases and classroom discussions will cover product-market portfolios, market share, experience curves and resource allocation. Markstrat, a computer-based marketing simulation illustrates these concepts by involving student teams in competitive markets that offer a risk-free environment for strategic experimentation.

### **MKTG 4220 Sales Force Management**

Pre- or Corequisite: MKTG 3010

Salespeople are a primary channel of communication between the firm and the consumer. Taught through lectures, cases, and a simulation game, this course covers the selection, motivation, compensation, job-assignment, and supervision of salespeople.

### **MKTG 4230 International Marketing**

Pre- or Corequisite: MKTG 3010

MKTG 4230 focuses on marketing management problems, techniques, and strategies necessary to incorporate marketing concepts into the framework of the world marketplace. It follows a multidisciplinary approach to create a broad understanding of the subject matter, including concepts from sociology, political science, economics, and marketing. This class also considers contemporary issues including globalization and the impact of the Internet.

### **MKTG 4240 Relationship Marketing**

Pre- or Corequisite: MKTG 3010, junior standing or above

In marketing, nothing is as critical as building and maintaining relationships with key constituencies. Business corporations and non-profit institutions alike realize the importance of long-lasting relationships and their impact on their success. The major objectives of this course are twofold. First, focus on the marketing tools and techniques that organizations use to identify key constituencies, build relationships and assess their impact on the organization's performance. Second, provide students with a forum for presenting and defending their recommendations, and for critically examining and discussing the recommendations of others.

**MKTG 4250 Social and Online Marketing**

Pre- or Corequisite: MKTG 3010

The media landscape has undergone significant changes in recent years. The amount of time people devote to traditional media outlets has been steadily declining. Meanwhile, online and social media channels have been growing at breakneck speed, leaving businesses scrambling to understand and effectively tap these emerging marketing channels. In this course students will learn tools and frameworks to understand how companies can implement effective online and social media marketing campaigns. **Note:** *As this went to press, this course was in the process of approval for permanent status in the BSM curriculum.*

**MKTG 4260 Advertising and Brand Promotion**

Pre- or Corequisite: MKTG 3010

This course is designed to provide the conceptual underpinnings of marketing communication, and reflect the role of media strategies in providing information, persuading, selling and creating popular culture. This course emphasizes the development of integrated marketing communication programs. Students will learn the fundamentals of different media options, how to evaluate marketing communication programs/outcomes, and how to develop an integrated marketing communication campaign. Students will also be introduced to trends and issues facing marketing communication historically and today. A substantial portion of in-class and out-of-class time will be devoted to applying the concepts and developing a real-world marketing communication program.

**MKTG 4550 Internship**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**MKTG 4600 Cases in Marketing**

Prerequisites: All BSM 3000-level core courses

Integrating materials across the consumer behavior/marketing curriculum, this capstone course reviews and advances the understanding of consumer needs as they relate to effective marketing decisions on product, pricing, advertising, personal selling, sales promotion, and distribution channels. It considers the contexts of global marketing, Internet marketing and not-for-profit marketing.

**MKTG 4610 Research Design and Applications in Behavioral Sciences (honors course)**

Prerequisites: Open to honors students only and others by instructor approval. Pre- or corequisite: MKTG 3010

Freeman School juniors and seniors demonstrating academic excellence are invited to participate in a behavioral laboratory based class that teaches students how to design research studies, collect and analyze responses, and develop applications. The class is useful for students considering graduate school and a career in research in industry. Included will be learning statistical analysis, using programs like SAS, monitoring participant sign-ups using software like Sona Systems, and creating laboratory studies using software like Media Lab and Survey Monkey. There is a significant component of interdisciplinary research, for example, with the School of Social Work, the School of Medicine, and the School of Public Health and Tropical Medicine. The lab times are flexible and groups meetings will be scheduled at convenient times.

**MKTG 4910 Independent Study**

Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing

Freeman School seniors demonstrating academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An independent study requires the approval of the supervising instructor and area head. The credit does not apply towards the marketing major requirements for a BSM degree; it may be used as business elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

\*\* Business core course (is required for the BSM degree)

## **BUSINESS PUBLIC SERVICE COURSES**

### **TIDB 1890 Service Learning (Add-on Component)**

Corequisite: TIDB 1010 and/or TIDB 1110

This course is a required add-on component to TIDB 1010 and TIDB 1110 for any student who enrolls in it. In TIDB 1890 students will engage in service learning activities that will complement the introductory business curriculum in TIDB 1010 and TIDB 1110. Upon successful completion of TIDB 1890 students will earn one full credit and they will complete the first-tier University public service requirement.

### **LGST 3890 Service Learning (Add-on Component)**

Corequisite: enrolled in LGST 3010, junior standing or above

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to the foregoing legal studies courses. This added one-hour component supplements the legal studies curriculum and gives students the opportunity to become familiar with courtroom procedure while acquiring research, investigation, and analytical skills through courtroom observation and data collection. Students are required to fulfill 20 – 40 hours of public service and will engage in reflective learning through journal exercises and class presentations.

### **LGST 4890 Service Learning (Add-on Component)**

Corequisite: enrolled in LGST 4100, LGST 4110, LGST 4120, LGST 4130, LGST 4140, LGST 4150, LGST 4160, LGST 4170, LGST 4180, or LGST 4210/4220, junior standing or above

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to the foregoing legal studies courses. This added one-hour component supplements the legal studies curriculum and gives students the opportunity to become familiar with courtroom procedure while acquiring research, investigation, and analytical skills through courtroom observation and data collection. Students are required to fulfill 20 – 40 hours of public service and will engage in reflective learning through journal exercises and class presentations.

### **MCOM 3890 Service Learning (Add-on Component)**

Corequisite: MCOM 3010, junior standing or above

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to Management Communication. This added one-hour component supplements the Management Communication curriculum and gives students the opportunity to identify communication opportunities and challenges within a specific organization, identify and analyze various stakeholder groups associated with the organization, and consider the role of communication in achieving the organization's goals. Students are required to fulfill 20 – 40 hours of public service and will develop and execute a semester-long project for their community partner.

**Note:** *Students who wish to complete the public service component to receive credit for the upper-level requirement must take MCOM 3010 concurrently with the public service course in their junior year.*

### **MGMT 4896 Service Learning (Required Add-on Component)**

Prerequisite: MGMT 3010, junior standing or above

This course studies leadership and leadership development. At the center of the course is a service learning project that is done in collaboration with the Center for Public Service. Each student will lead a team in doing a service project in the community. Students are responsible for defining the mission, recruiting and motivating a team, formulating and executing a plan, and assessing the results of their efforts. In tandem with the service projects, we will focus our class meetings on various aspects of leadership. Theories and practical advice about leadership will be analyzed. In addition, students will take several leadership assessments and receive feedback about their leadership styles. Students should leave the course with a greater understanding of challenges of leadership, knowledge about research on leadership, practical experience doing leadership, and an increased awareness of their own leadership styles.

### **PERS 4560 (fall semester) or PERS 4570 (spring semester) Business Service Learning Internship**

Corequisite: PERS 4890

This practicum is designed for students participating in an intensive business public service internship experience. The goal of this course is to offer students an opportunity to discuss issues related to their service learning internship experience, to encourage active exploration of issues related to both their internship setting and their major, and to facilitate individual growth and career development. The course requires 60 hours of public service and contains a workshop which meets one hour per week for 10 weeks. The course provides 1 credit towards the BSM degree. Students are restricted to one internship for credit.

**FINE 4890 Financial Literacy Service Learning (Add-on Component)**

Prerequisites: FINE 3010 and senior standing

Corequisite: FINE 4100 or FINE 4600

Students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an add-on component to FINE 4100 or FINE 4600. This added one-hour component supplements the finance curriculum and gives students the opportunity to research, prepare and teach core elements of financial literacy to high school students who live in the New Orleans community. Students are required to fulfill 40 hours of public service. The 40 hours of public service includes preparation of lesson plans, lab meetings with reflection, and classroom experiential teaching in a high school class environment.

## **TULANE INTERDISCIPLINARY EXPERIENCE SEMINARS (TIDES)**

### **TIDB 1010      More than Just Business I**

TIDB 1010 introduces students to the business world by critically examining the art of management. The course focuses on the question: why do people work together and how? The objective of TIDB 1010 is to introduce students to basic business concepts, to develop a plan for their field of study, as well as to have fun in the process.

### **TIDB 1020      Law and Order**

In Henry VI, Shakespeare wrote, “The first thing we do, let’s kill all the lawyers;” however, “all the lawyers” have avoided being killed since that line was written. Why? From the largest corporate mergers to simple adoptions, and from public policy to the enactment of criminal laws, the need for lawyers is increasing because the law is a central part of our daily lives and the bedrock of a free society. Although the press might occasionally indicate otherwise, lawyers are members of a profession and they get respect, but is being a lawyer really like the popular portrayals on television shows such as Law and Order or in a John Grisham novel? This class will help you explore how one becomes a lawyer and what it is like to be a lawyer.

### **TIDB 1110      More than Just Business II**

Our economic system and our society need leaders, but how are those leaders formed? Our youngest leaders matured in the glow of computer screens; our oldest matured in the shadow of the Depression and World War II. This class will examine how era and values shaped leaders from these two disparate groups. During the journey, we hope to discover something more profound -- the process through which leaders of any era emerge.

### **TIDB 1890      Service Learning (Add-on Component)**

Corequisite: TIDB 1010 and/or TIDB 1110

This course is a required add-on component to TIDB 1010 and TIDB 1110 for any student who enrolls in it. In TIDB 1890 students will engage in service learning activities that will complement the introductory business curriculum in TIDB 1010 and TIDB 1110. Upon successful completion of TIDB 1890 students will earn one full credit and they will complete the first-tier University public service requirement.

# **Academic Policies**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## Academic Policies

### ***ACADEMIC PROBATION AND DISMISSAL***

Academic probation and dismissal from Tulane University for undergraduate students is conducted through Newcomb-Tulane College. Students who are placed on academic probation or probationary leave of absence are ineligible to study at another institution and transfer the credit to Tulane University. Students who have been academically dismissed from Newcomb-Tulane College are not allowed to re-enroll. Academic dismissal is noted permanently on the student's transcript. Please consult the Newcomb-Tulane College policy on quality-of-work requirements.

### **Academic Dismissal from the Freeman School**

A student whose GPA falls below 2.000 after completing five courses towards a degree in business is subject to dismissal from the Freeman School by the associate dean for undergraduate education and is barred from taking Freeman School courses and earning the BSM degree or minor in business.

### ***AUDITING OF COURSES***

The Freeman School strongly discourages the auditing of business courses.

A student registered for a full-time course load (at least 12 credits) may audit one course per semester without credit after completing formal registration and obtaining approval of the instructor for the course. Although credit is not granted for audited courses, such courses are considered part of the student's semester course load and are recorded on the student's permanent record. An audit enrollment that results in an overload is not permitted unless the student is qualified for such an overload. An auditor with excessive absences will be dropped without record. Students who decide to audit a course after initially attending the course as a grade-seeking student must submit the appropriate change form to the registrar following the approval of the Newcomb-Tulane College dean.

### ***CLASS STANDING***

Class standing (status) is determined by the total number of earned credit hours; credit hours for currently enrolled courses are not included. Credit for coursework taken at another institution is included only after the transfer credit approval process is complete.

First-year students	0-24 earned credit hours
Sophomores	25-56 earned credit hours
Juniors	57-86 earned credit hours
Seniors	87 or more earned credit hours

### ***COMMENCEMENT POLICIES AND PROCEDURES***

A student expecting to receive a degree in May must register as a candidate for graduation in the Newcomb-Tulane College's Academic Advising Center by October 1 of the previous year. Students expecting to complete their degree requirements at any other time should consult the Academic Advising Center for appropriate information. The commencement ceremony is held only in May. Students completing degree requirements in August or December may, however, participate in the ceremony held the following May. All May graduates are expected to attend commencement unless the awarding of the degree in absentia has been approved by the deans of Newcomb-Tulane College and the appropriate school.

### ***COURSE LOAD***

The normal academic course load for all students is 15 to 19 credits per semester. The minimum course load is 12 academic credits per semester. Students must have registered for a minimum of 12 credits by the last day to add classes. Failure to do so will result in cancellation of registration. An exception to this regulation is made for seniors who, in their final semester, need fewer than 12 credits to graduate.

In any given semester, when registration opens for the next semester, students may register for as many as 19 credits. After the close of a semester, students who have earned a grade-point average of 3.000 or better on 15 credits or more during that semester may register for as many as 22 credits in the following semester. After the close of a semester, students who have earned a cumulative grade-point average of 3.500 may register for as many as 25 credits.

Full-time students with a course load of fewer than 14 credits should realize that they cannot qualify for Dean's List; they risk falling behind their class level; and there is no reduction in tuition for course loads of 12 or fewer credits.

### ***COURSE REGISTRATION***

Each semester, BSM students register for the classes they will take the following semester. All students are assured of space in the core (required) classes, although not necessarily in their preferred sections or preferred semesters. Registration in all undergraduate business classes is managed through the university's online registration system. In the event a class is fully subscribed, students should consult with the Office for Undergraduate Education.

### ***CREDITS FOR DEGREE/DEGREE AUDITS***

Degree audit reports are available to currently enrolled students on the registrar's website (<http://www.registrar.tulane.edu>). The computerized degree audit matches the courses a student has taken against the division's general degree requirements as well as the major requirements and indicates which of the requirements remain to be taken. While advisors are available to discuss degree audits with students, it remains the student's responsibility to know the exact requirements for the desired degree as stated in this document and to enroll in the appropriate courses to satisfy those requirements.

### ***CROSS REGISTRATION AND EXCLUDED CLASSES***

Students may fulfill nonbusiness electives at the Schools of Architecture, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work, subject to the restrictions listed below.

Excluded Courses: The following courses **do NOT satisfy BSM degree requirements**; they are considered extra coursework, over and above the 122 credits required for the BSM degree:

- **Business Courses from School of Continuing Studies:** Business courses offered by the School of Continuing Studies do NOT satisfy BSM degree requirements. These courses have the following prefixes:
  - BSAC – all accounting courses
  - BSBL – all business law courses
  - CPST – all information systems courses
  - BSFN – all finance courses
  - BSMT – all management courses
  - BSMK – all marketing courses
  - Disney College business courses
- **Other Excluded Courses:**
  - Undergraduate Law (LAWU) courses
- **Loyola University and University of New Orleans:** BSM students may not cross-register for courses at Loyola University or the University of New Orleans. Courses taken at either university are treated as transfer work.

### ***DISABILITY SERVICES***

Upon request, students with disabilities may receive appropriate services and accommodations through Tulane's Office of Disability Services (ODS) in the Educational Resources Center (ERC) in the Mechanical Engineering Building. Students must register with ODS and submit all necessary documentation for review before ODS makes accommodation decisions. Since this process can be lengthy, ODS strongly encourages students to register as soon as possible, rather than wait until a need arises.

Freeman Services for Students with Disabilities: A student with an ODS-approved extended time accommodation who has complied with all ODS procedures for taking an exam with such an accommodation should submit an Exam Request form four days before an exam and seven days in advance of a final exam to the Office of Undergraduate Education. The forms can be obtained in the Office of Undergraduate Education, Goldring/Woldenberg Hall I, Suite 200. The office will schedule the exam for the student in the Freeman School.

See "Services for Students with Disabilities" in the General University Policies & Links section on page 102 of this handbook for additional information or call 504-862-8433 for more information on registering with ODS.

### ***DROPPING AND ADDING COURSES***

BSM students may use the university's online registration system until the last day to add in the semester. After that time, Drop/Add forms are available in the Office of Undergraduate Education and must be completed and signed by the student. All forms should be returned to the Office of Undergraduate Education for processing. After the last day to drop without record, the form must also be signed by the instructor who will assign a grade of W or WF.

After the last day to drop with W or WF, any course dropped is recorded as an unauthorized withdrawal (UW) and will be calculated in the GPA as an F.

### ***GRADES/GRADING POLICIES***

Federal law prohibits the release of grades or other confidential information to third parties, including parents and guardians, unless the student provides the Newcomb-Tulane College dean's office with written authorization for release of such information. Students may make this request at any time.

A student's progress toward graduation is measured not only by credit earned but also by the grade-point average. The grade-point average is determined by dividing the student's total number of quality points by the total number of quality hours. Graduation requires a 2.000 grade-point average, equivalent to an average grade of C, in all courses, as well as in the major.

To compute your grade, please use the grade calculation program on TOUR.

<b>QUALITY</b>	<b>GRADE</b>	<b>QUALITY POINTS</b>
Passing	A	4.000
	A-	3.667
	B+	3.333
	B	3.000
	B-	2.667
	C+	2.333
	C	2.000
	C-	1.667
	S	Satisfactory; not counted in grade-point average but is counted in earned hours
	D+	1.333
	D	1.000
	D-	0.667
Failing	F	0.000
	U	Unsatisfactory; not counted in grade-point average and is not counted in earned hours
	UW	Unofficial withdrawal; counts in grade-point average as a failing grade and earns no quality points
	WF	Withdrawn failing; counts in grade-point average as a failing grade and earns no quality points
Other	I	Incomplete; not counted in grade-point average
	IP	In progress; not counted in grade-point average
	RI	Indicates a repeated course; earns no quality points
	RX	Indicates unauthorized repetition of a course
	W	Withdrawn; not counted in grade-point average

### ***Incomplete Grades***

An incomplete grade, I, is given at the discretion of instructors when, in their view, special circumstances prevent a student from completing work assigned during the semester and with the understanding that the remaining work can be completed within 30 days. Incomplete grades are also given when a student's absence from a final examination has been excused by the Newcomb-Tulane College dean prior to, or within one day following, the final examination. Students must resolve incomplete grades within 30 days of the end of the semester or the incomplete automatically becomes an F. The incomplete will remain on the student's transcript, accompanied by the final course grade. Extensions of the 30-day deadline must be requested in writing by the student and must be approved by the instructor and the Newcomb-Tulane College dean.

Extensions are approved only when a student has made an attempt to complete the missing work within the original 30 day period but, in the view of the instructor and Newcomb-Tulane College, has been prevented from completing the work by some special circumstance beyond the student's control. Extensions must be approved before the 30-day deadline expires; extensions are not approved retroactively.

### ***IP Grades***

An in-progress grade, IP, is used to show progress during the first semester of a year-long honors or capstone course. When the final semester's grade for the course is awarded, the IP is changed to reflect that grade and grade points are awarded accordingly.

### ***Nonstandard Grades***

The following information pertains to all schools.

RI	Indicates a repeated course; earns no quality points
RX	Indicates unauthorized repetition of a course
S	Satisfactory; not counted in grade-point average but is counted in earned hours.
U	Unsatisfactory; not counted in grade-point average and is not counted in earned hours.
UW	Unofficial withdrawal; counts in grade-point average as a failing grade and earns no quality points.
WF	Withdrawn failing; counts in grade-point average as a failing grade and earns no quality points.

Grades of UW are assigned by administrators and are computed in the grade-point average as if they were Fs. With the approval of the Newcomb-Tulane College dean, an instructor may have a student who has excessive absences involuntarily dropped from a course with a UW grade after written warning at any time during the semester. In cases where students are suspended or expelled during the semester, W or UW grades may be assigned at the discretion of the instructors and the Newcomb-Tulane College. A grade of W or UW also may be assigned for disciplinary penalties in connection with an honor-code or conduct-code violation. A student who ceases to attend a class, but has not withdrawn officially, will receive a UW. After the last day to drop without record and before the last day to drop a course, students who drop courses voluntarily will have W noted on their transcripts for each course dropped.

### ***Satisfactory/Unsatisfactory Option***

Students in good standing may elect to take one course on a satisfactory/unsatisfactory (S/U) basis per semester. A student may count no more than 10 such credits towards their BSM degree requirements. The S/U option may not be used to satisfy the writing, foreign language, quantitative reasoning, and laboratory components of the core curriculum, or major or minor requirements. The last date for designating or revoking the S/U option is the deadline for dropping courses. Schools may impose additional limitations on courses that can be taken S/U; please refer to the appropriate school section for more information. Business school classes cannot be taken S/U.

A student electing this option gets academic credit for the course without affecting the grade-point average as long as the work is at the C- level or better. A grade of U is not counted in the grade-point average and carries no credit for the course. Students are cautioned that because a grade of S is not counted in the grade-point average, it will not count towards the Dean's List honors or towards the 2.000 grade-point average required for graduation.

### ***Pass/Fail Grade Type***

The Freeman School uses the Satisfactory/Unsatisfactory (S/U) grade type rather than Pass/Fail (P/F). Freeman School students cannot use the P/F grade type for any course taken at Tulane.

### ***Repeat of Courses***

A course completed with a passing grade of D-, D, or D+ may be repeated. When a course is repeated, both grades are included in the GPA. In order to repeat a course, the student must be enrolled in a full-time course load (a minimum of 12 new hours) in addition to the repeated course. No more than one course may be repeated in any given semester. The student will receive credit once for the course; however, both grades earned will be used to compute the GPA.

Students may repeat courses in which they have earned an F or WF. If a failed course is a required course, it must be repeated with a passing grade. The initial failure remains on the record and continues to count in the student's cumulative grade-point average. If a course is failed, repeated, and failed again, only the initial failure (F but not WF) is calculated in the grade-point average; however, all subsequent failures remain on the transcript.

### ***GRADING GUIDELINES AT THE FREEMAN SCHOOL***

The Freeman School faculty approved the following recommended grading policy for the class-GPA for each section of BSM courses:

Core BSM courses are expected to have a maximum class-GPA in the range of 2.700 to 3.000.

Elective BSM courses are expected to have a maximum class-GPA in the range of 3.000 to 3.333.

There are no minimum class-GPA guidelines.

Faculty members teaching more than one section of the same BSM course may pool the students in the different sections and compute one class-GPA.

Credit is awarded for grades of D- or better; however, low grades must be offset by grades high enough to maintain the 2.000 Tulane GPA, the 2.000 Freeman School GPA, and the 2.000 major GPA necessary to meet continuation and graduation requirements.

### ***GRADUATE COURSES***

BSM or other undergraduate students may not take Freeman School graduate courses (i.e., 6000- and 7000-level courses). The only exception to this rule is BSM students who have applied and been admitted to the joint BSM/MACCT program; these students may enroll only in approved graduate courses that fulfill MACCT requirements.

## **EXAMINATIONS**

Tulane University administers final examinations according to a published schedule available at the beginning of each semester. The university expects students and instructors to follow this schedule. Instructors must give final examinations within the hours set aside in the examination schedule; the instructor determines the length and time of the examination within the schedule.

Misreading or ignorance of the schedule is not sufficient reason for a student's absence or tardiness to a final examination. Students are advised to check the schedule before making travel arrangements; such arrangements are not grounds for excusing a student from a final examination.

Students may be excused from final examinations by the Newcomb-Tulane College dean only when there is a serious, incapacitating medical problem or when there is a death in the immediate family. **Please note that Freeman students must obtain an excuse for business school courses from the associate dean for undergraduate education (GWI, Suite 200) instead of the Newcomb-Tulane College dean.** Students who must be absent from the final examination for one of these reasons must present an explanation and appropriate documentation to the appropriate dean's office before or within 24 hours after the examination. A student with an excused absence will receive a grade of I and a make-up examination; a student with an unexcused absence will earn a grade of F in the course.

## **INDEPENDENT STUDIES AND TUTORIALS**

The Freeman School offers creative opportunities for independent study to a limited number of students with superior scholastic standing. Independent study courses must be taught by full-time faculty only. The work may take the form of directed readings, laboratory or library research, or original composition. An independent study is a stand-alone course that may not be added to another course and may not replicate existing courses. Students who want to pursue an independent study course must have senior standing and a minimum overall GPA of 3.333 or higher. The student and independent study faculty must submit to the area head and BSM office a syllabus for the Independent Study (which includes learning objectives, schedule of meetings, assignments, final exam/paper and grading policy). Independent study courses require the approval of the area head and the full-time faculty member who will be teaching it. An Independent Study cannot substitute for an elective that counts towards the major. It is treated as a business elective.

The Freeman School may offer tutorials when a course is not offered. In some cases the office of undergraduate education may arrange a tutorial section of the course. A tutorial section uses the syllabus and text for the course and is supervised by a faculty member. For more information visit the Office of Undergraduate Education in GWI, Suite 200.

## **INTERNSHIPS**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Office of Undergraduate Education in GWI, Suite 200 for instructions. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the "curricular practical training" option for students with F-1 visa status. For course numbers in area see *Course Descriptions* beginning on page 57.

## **LAPTOP/NOTEBOOK REQUIREMENT**

The Freeman School requires that incoming students own personal laptops/notebooks that meet the specifications as outlined by the Freeman School's Management Technology Center; please see <http://www.freeman.tulane.edu/lib-tech/computing/tools.php> for current requirements. Students are expected to utilize their personal laptops/notebooks during classroom instruction as determined by instructors. Students entering the Freeman School prior to fall 2008 are strongly encouraged to comply with this requirement.

## **LEAVE OF ABSENCE**

Students may take a voluntary leave of absence from the University, or they may be asked to take a leave of absence due to probation (academic or administrative). Students who wish to take a voluntary leave of absence must complete the proper paperwork through the Academic Advising Center in 102 Richardson Building. A student should not assume they can take courses at another institution during a leave of absence without first speaking to their Academic Advisor in the Academic Advising Center. Please see the Academic Policies section of the current school years' University Catalog at the following link for more information: <http://tulane.edu/advising/catalogs.cfm>.

### ***MEDICAL EXCUSE POLICY***

Students are expected to attend all classes unless they are ill or prevented from attending by exceptional circumstances. Students are responsible for notifying their academic advisor and instructors about absences that result from serious illnesses, injuries, or critical personal problems. Instructors may establish policies for attendance of their classes and announce them at the beginning of the semester. Students who miss class are responsible for obtaining notes on material covered in lectures or other class sessions. The instructor will determine whether to allow the student to make up missed quizzes, examinations, or other exercises.

### ***RESIDENCY REQUIREMENT***

Full-time undergraduate students enrolled at Tulane University who are earning the BSM degree must complete a minimum of 60 credit hours at the university and a minimum of 30 credit hours at the Freeman School excluding credits earned in Tulane study abroad programs and in the Washington Semester Program. Credits earned in these programs are considered to be meeting the senior residency requirement which requires that the last 30 credit hours must be earned at Tulane. Transfer students must earn a minimum of 60 hours of credit from Tulane and 30 hours of credit from the Freeman School.

### ***TRANSFER CREDIT POLICIES***

#### ***Transfer Credit Rules for Students Transferring to Tulane***

**Newcomb-Tulane College Rules:** Students who wish to receive transfer credit for college courses taken prior to enrolling in Tulane University are subject to the transfer credit rules for Newcomb-Tulane College. The additional requirements listed below apply to students wanting to receive transfer credit for business courses.

**Freeman School Rules:** In addition to the Newcomb-Tulane College rules, college credit earned prior to admittance to Tulane for students who transfer to Tulane from an outside institution will have their business credits reviewed according to the following limitations:

- For transfer credit to be awarded, business courses should have been taken at a university accredited by AACSB International. In general, the course content should match that of business courses offered at the Freeman School. Occasionally a business course will be deemed credit-worthy that contains business content not covered in our existing courses.
- Transfer students can transfer up to five business courses into Freeman. Transfer students may not transfer in core classes with a writing requirement or the capstone experience. Transfer students are not allowed to transfer in major requirements.
- Incoming students will not receive credit for core business courses taken at institutions other than Tulane during the summer preceding admission to the Freeman School.
- Credit is not granted for courses with a grade of less than C (2.0).
- Grades do not transfer and, consequently, are not used in calculating grade-point averages for Dean's List or honors eligibility.
- Transfer credit is subject to the Dean of Undergraduate Program's approval.

#### **Transcript Adjustment**

Following submission of transcripts and course descriptions to the Office of Undergraduate Admission, the courses will be evaluated, and if the courses are found to be equivalent to Tulane University coursework, the student's Tulane transcript will be adjusted to reflect the academic credit awarded in transfer. Grades are not transferred with the credits. Please note that some transfer credits may be denied for applicability to the business major/minor because of professional accreditation standards set by AACSB International. These credits may be used to satisfy other requirements.

#### ***Transfer Credit Rules for Incoming First Year Students***

Students are subject to the transfer credit rules for incoming first year students of Newcomb-Tulane College. For incoming first year students, business courses taken elsewhere are subject to the same transfer credit rules that apply to current BSM students.

### ***Transfer Credit Rules for Current BSM Students***

Prior approval is necessary in order for currently enrolled students to take course(s) for transfer credit to Tulane University. To be eligible for transfer credit from study-abroad programs, students must have at least a 2.700 cumulative grade-point average at Tulane.

Students are subject to the transfer credit rules for Newcomb-Tulane College. The additional requirements listed below apply to BSM students wanting to receive transfer credit for business courses:

1. **The institution must be accredited**

Transferred business courses must be from schools accredited by AACSB International—The Association to Advance Collegiate Schools of Business. Transferred nonbusiness courses need not be from AACSB International schools, but must meet the approval of the appropriate school.

2. **Students may not transfer Freeman core requirements**

BSM students are required to take all business core courses at the Freeman School: ACCN 2010, ACCN 3010, FINE 3010, INFO 1010, INFO 3010, LGST 3010, MGMT 3010, MCOM 3010, MKTG 3010, MGMT 4010, MGMT 4900, CDMA 1010, CDMA 2010, CDMA 3010, and CDMA 4010.

3. **Students may not transfer required major courses**

BSM students are required to take all required major courses at the Freeman School. The required courses for each major are shown below:

<b>Finance Majors</b>	FINE: 4100, 4110, 4120; ACCN 3100
<b>Legal Studies in Business Majors*</b>	LGST: 4100, 4110
<b>Management Major*</b>	
<b>Strategic Consulting Track</b>	MGMT: 4120, 4170, 4180, 4600
<b>Entrepreneurship Track</b>	MGMT: 4150, 4180, 4610; FINE 4130
<b>Marketing Majors*</b>	MKTG: 4100, 4110, 4120 (currently CBMA 4150) or 4600

4. **Students may only receive transfer credit for a maximum of two business electives (six credits)**

The UCC will establish a “potential transfer credit course list” that identifies the Freeman courses that will be considered for transfer credit. Up to two courses from a “potential transfer credit course list” can be transferred from a host institution subject to faculty area coordinator approval. This list does NOT include any required major courses or BSM core courses.

5. **Students must receive prior written approval for transfer credit**

Transfer credit will not be granted for courses taken without prior written approval. Before enrolling in a summer business course, students must submit the course syllabus to the Office of Undergraduate Education for review by the faculty area coordinator to determine if the course will be considered equivalent to a Freeman School course. Please consult the policy on transfer credit for business electives above.

6. **Transfer credit should equal Tulane work**

Courses taken in a classroom environment should bear at least three semester hours of credit, or the equivalent in quarter hours. Any credit granted by Tulane should equal the semester hours (or their equivalent) earned for the transferred course. Assurance of learning must be evident in the course syllabus.

7. **Students must earn a C or better, but grades do not transfer**

Transferred business courses must have been completed with a grade of C or better. Nevertheless, only the credit, not the grade, transfers. Therefore, grades earned for transferred courses are not used to calculate grade-point averages for Dean’s List or honors eligibility.

8. **Students must submit an official transcript**

Transfer credit cannot be granted until an official transcript of summer work is received by the student’s academic advisor. Arranging delivery of the transcript is the student’s responsibility. Students must have transcripts mailed to the attention of their Newcomb-Tulane College academic advisor at the Academic Advising Center.

***Transfer Credit Rules for Tulane Students Who Attend a Freeman Study Abroad Program***

Students attending Freeman Study Abroad programs can transfer up to five business courses with grades (including core courses if they are approved) from a list of courses approved by the Undergraduate Study Abroad Committee and the Undergraduate Curriculum Committee.

***Transfer Credit Rules for Tulane Students Who Are Business Minors***

Business minors cannot count any transferred business courses towards the Freeman business minor.

***Transfer Credit Rules for Students in Approved Joint Degree Programs***

An exception to the five business course rule may be made for transfer students if they are from an approved Joint Degree Program. However, these students will be subject to the following residency rule: Full-time undergraduate students enrolled at Tulane University who are earning the BSM degree must complete a minimum of 60 credit hours at the university and a minimum of 30 credit hours at the Freeman School excluding credits earned in Tulane study abroad programs and in the Washington Semester Program. Credits earned in Tulane study abroad programs and in the Washington Semester Program will satisfy the senior residency requirement which requires that the last 30 credit hours must be earned at Tulane.

# **Study Abroad**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## Study Abroad/International Programs

### ***SUMMER STUDY ABROAD***

The Freeman international business program enables students to live and study in another culture. During the intensive summer study abroad, students earn credits toward their Freeman business degrees. The courses develop students' international management skills by focusing on cultural understanding and global strategies that create competitive advantages in international business. All courses are taught in English by Freeman-affiliated international faculty. At the host institutions abroad, students study in a campus environment. The program occurs at two sites, most recently Madrid and Paris. Courses completed during the summer study abroad program are considered Freeman School courses, count as Freeman electives, and will be included in the Tulane grade-point average.

### ***SEMESTER STUDY ABROAD***

For students who earned a 3.000 GPA the previous two semesters and incurred no major violations of the Tulane Code of Student Conduct, the Freeman School offers the opportunity to study abroad during the fall or spring semester while enrolled in the business school. Presently, there are multiple approved sites:

SCHOOLS	LANGUAGE OF INSTRUCTION
<b><u>Asia</u></b>	
Hong Kong University of Science and Technology	English
Korean University Business School	English and Korean
National Chengchi University (Taiwan)	English and Chinese
<b><u>Australia</u></b>	
Curtin University (Perth)	English
University of Queensland (Brisbane)	English
<b><u>Europe</u></b>	
University of Innsbruck (Austria)	English and German
University of Vienna (Austria)	English and German
Copenhagen Business School (Denmark)	English and Danish
EPSCI, Groupe Essec (France)	English and French
SKEMA-EAI Tech (France)	English and French
Reims Business School (France)	English and French
Sci Po (France)	English and French
Strasbourg School of Management (France)	English and French
ESB Reutlingen (Germany)	English and German
WHU Koblenz (Germany)	English and German
ICADE (Spain)	English and Spanish
<b><u>Mexico and Latin America</u></b>	
Universidad de Belgrano (Argentina)	Spanish
Fundacao Getulio Vargas (Brazil)	English and Portuguese
Inspere (Brazil)	English and Portuguese
Universidad de Chile (Chile)	Spanish
Universidad de los Andes (Colombia)	Spanish
ITESM (Mexico)	English and Spanish

**All Students studying abroad must meet with their BSM academic coordinator prior to travel to their study abroad destination** to ensure that the student will be making satisfactory progress toward the BSM degree while they are abroad. The semester study abroad program is a direct exchange program with our partner institutions. Therefore, the coursework a student completes at the partner university is considered Freeman School coursework and, thus, is graded and counted in the Tulane grade-point average. Enrolled students pay Tulane University tuition and are subject to a \$1000 Freeman School study abroad fee. Credit for study abroad is permitted only through the Freeman School Summer Study Abroad and the Freeman School Semester Study Abroad programs; this credit will not count towards the university's residency requirement, however. Please see "Residency Requirement" in the Academic Policies section of this handbook. Further, students attending Freeman Study Abroad programs can transfer up to five business courses with grades (**not to include core business courses, which will not transfer**) from a list of courses approved by the Undergraduate Study Abroad Committee and the Undergraduate Curriculum Committee. ***Students enrolled in a study abroad program are not eligible for the Dean's List the semester they study abroad.*** For more information, please contact Janice Hughes, director of international programs, in Goldring/Woldenberg Hall I, Suite 240, 504-865-5438, or [jlhughes@tulane.edu](mailto:jlhughes@tulane.edu).

# **Honors Program**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## University Honors for BSM Students

The Honors Program offers exceptional students an enhanced environment to complement the educational opportunities available at Tulane University. Only students who complete the requirements of the Honors program are eligible to graduate from Tulane magna or summa cum laude. The Honors Program office is located in 105 Hebert Hall. For more information on the university's honors program please visit this link: <http://honors.tulane.edu/web/>.

### ***Honors Program Requirements – BSM Students***

In order to graduate from Tulane with high Latin honors, students must achieve a cumulative GPA of 3.6 or higher, take four honors courses or equivalents before the senior year, and write an honors thesis or equivalent project during the senior year. Students should also have no record of honor code violation.

Honors students are expected to maintain a cumulative GPA of 3.6 or higher. Students admitted into the Honors Program at the beginning of the freshman year will not be removed from the Program during their freshmen and sophomore years as long as they maintain a cumulative GPA of 3.45. Students who do not have a cumulative GPA of 3.6 at the end of the sophomore year will be removed at that time. In order to join the Honors Program after the end of the freshman year, students must have a cumulative GPA of 3.6 or higher.

### ***High Latin Honors - Magna Cum Laude and Summa Cum Laude***

A student who at the time of graduation has achieved a cumulative grade-point average of at least 3.600, has completed the requirements of the Honors Program, and has fulfilled the requirements for departmental honors is awarded the degree magna cum laude. A student who at the time of graduation has achieved a cumulative grade-point average of at least 3.800, has completed the requirements of the Honors Program, and has fulfilled the requirements for departmental honors is awarded the degree summa cum laude. These distinctions are reserved for Tulane Honors Students only.

### ***Honors Courses***

Honors Students are required to take at least four honors courses or equivalents before beginning the honors thesis; at least two of these courses must be at the 3000-level or above. Freshmen are urged to take at least one honors course during the freshman year. Honors students are strongly advised to take as many honors courses as their majors or specific courses of study will bear. The number of honors courses required can vary depending on when a student enters the program. In most cases, students who enter the program as sophomores are required to take three honors courses before writing the senior thesis, and students who enter as juniors are required to take two honors courses.

Honors course requirements can be met in the following ways:

1. Designated Honors courses in departments and interdisciplinary Honors Colloquia.
2. Honors option: This is a mechanism whereby a non-honors course may be counted towards the honors course requirement. Students negotiate with instructors to enhance the course in some way, typically (but not exclusively) by adding some significant reading and writing component, and then petition to the Director of the Honors Program to receive honors credit for the enhanced course. Credit will be typically be given only in courses at the 3000 level or above, except in cases where a student's major does not currently offer honors courses. (For example, some freshmen have used the honors option effectively to enhance 1000-level courses in the chemical and biological sciences as a way to develop greater sophistication in anticipation of majoring in those fields.)
3. Certain specific courses in chemistry and cell and molecular biology: CHEM 3830-3840 and 3120; CELL 4160, 4270, 4310, 4410, 4710, 4780, and all 6000-level CELL courses.
4. Select Junior Year Abroad programs. More information can be found at: <http://honors.tulane.edu/web/default.asp?id=StudyAbroad>.
5. Independent studies of three credits (class numbers 4910 or 4920).
6. Graduate courses. **Note:** *BSM Students cannot take graduate level business courses unless accepted to the Master of Accountancy Program. Courses taken towards the Master of Accountancy degree requirements do not count towards the honors course requirements.*
7. The Honors Program "Colloquium Without Walls." Students who attend five out of seven lectures in the series and complete a short reflection essay will receive credit for one honors course, though no grade or university credit hours will be awarded.

To be in good academic standing at the beginning of the fall semester of the senior year, students need a 3.6 GPA and should have credit for at least four Honors courses.

### ***Business Senior Honors Thesis***

In order to graduate with university honors or departmental honors, BSM students must complete a business senior honors thesis during their senior year. The honors thesis or project is a full-year endeavor. Criteria for completion of the thesis, a schedule of relevant dates (including deadlines for a progress report and completion of the first chapter), as well as necessary forms, can be obtained online from the honors program website or in the honors program office. The Business Honors Thesis can be satisfied in two ways:

- (1) **Business Case Write-Up:** Students will write an original business case along with teaching notes and a comprehensive literature review. To follow this option, in the fall semester of the senior year, students enroll in an honors section of MGMT 4010 where they begin to explore the process of writing a business case. In MGMT 5000, students complete their honors thesis during the spring semester of their senior year for three credits. The instructor of the honors section of MGMT 4010 serves as the director or advisor of the business honors thesis. An additional faculty member is added as the second reader for all students.

**Note:** *Students in the honors program who are in the joint BSM/MACCT program can take the honors section of MGMT 4010 and MGMT 5000 during their fourth or fifth year at Tulane, whichever year the busy season internship is NOT being done.*

- (2) **Traditional Honors Thesis:** Students can choose to do the traditional honors thesis if they wish to and must consult with the University's Honors Program Office in 105 Hebert Hall for details. With this honors thesis option, students still must complete the business capstone experience (MGMT 4010 & MGMT 4900); however, the honors section of MGMT 4010 is not required.

### ***Graduating with Department Honors – BSM Students***

To be eligible for departmental honors a student must have an overall grade-point average of at least 3.400 and a GPA of 3.500 in his or her business major, and complete a Business Honors Thesis.



## **Freeman Links & Information**

**A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY**

## Curricular Enhancements

### ***Burkenroad Reports***

Burkenroad Reports is a nationally recognized program in which a select group of students interview top management, visit company sites, develop financial models, and write and publish investment research reports on small cap companies operating in Florida, Georgia, Louisiana, Mississippi, and Texas. For more information, visit the A. B. Freeman School of business website at the following link: <http://www.freeman.tulane.edu/burkenroad/default.php>.

### ***Levy-Rosenblum Institute for Entrepreneurship***

The Levy-Rosenblum Institute for Entrepreneurship (LRI) is one of the top entrepreneurship programs in the nation as listed by the Princeton Review. It offers innovative courses and programs for students interested in business entrepreneurship, social entrepreneurship, family business, consulting, community service, venture capital, and internship opportunities. For more information, visit the Freeman School website at the following link: <http://www.freeman.tulane.edu/centers/lri/default.php>.

### ***Mock Trial***

LGST 4210 is a year-long course that examines procedural and evidentiary issues involved in case analysis and trial preparation. The course then emphasizes the ethical and legal issues associated with the legal system, specifically the litigation process and alternative dispute resolutions. The course involves simulation exercises focused on trial preparation and trial procedure, including motion filing and oral arguments. Trial materials include subject-matter related to business torts based on negligence, intent and strict liability, fraud, products liability, misrepresentations and misleading advertising, contracts, consumer protection issues, business crimes, bankruptcy, labor and employment law, laws surrounding equal opportunity; and property law, including patents, copyrights, trade secrets, trade names, and trademarks. The course culminates in the participation in a National Moot Court competition where students will compete with other undergraduate institutions.

### ***Research Design and Applications in Behavioral Sciences***

Freeman School juniors and seniors demonstrating academic excellence are invited to participate in a behavioral laboratory based class that teaches students how to design research studies, collect and analyze responses, and develop applications. The class is useful for students considering graduate school and a career in research in industry. Included will be learning statistical analysis, using programs like SAS, monitoring participant sign-ups using software like Sona Systems, and creating laboratory studies using software like Media Lab and Survey Monkey. There is a significant component of interdisciplinary research, for example, with the School of Social Work, the School of Medicine, and the School of Public Health and Tropical Medicine.

## Student Organizations

The Freeman School encourages active involvement in organizations to enhance the student's personal and professional development. Organizations complement the educational mission of the school and provide for experiential learning outside the classroom. Please visit the Freeman School student organizations website at this link for more detailed information: <http://www.freeman.tulane.edu/students/organizations.php>. The following is a list of the undergraduate student organizations active in the Freeman School:

### ***Freeman Student Government (FSG)***

The FSG is the formal organization of students enrolled in the BSM program. All BSM students are automatically members of FSG. The FSG influences many of the curricular and extracurricular activities of the School. Students play a role in modifying the curriculum, in evaluating courses, in hearings of academic integrity, in planning academically related activities, in selecting faculty for special honors, and in organizing a schedule of social events. BSM students are encouraged to take a leadership role in FSG and to support the activities sponsored by FSG.

### **Additional Freeman Student Organizations**

*Alpha Kappa Psi*

*American Marketing Association (AMA)*

*Beta Alpha Psi*

*Beta Gamma Sigma*

*Business and Law Society*

*Freeman Christian Business Association*

*Freeman Investment Management Association (FIMA)*

*Retail & Luxury Goods Association* <http://www.tulane.edu/~rlga/>

*Toastmasters International*

*Tulane Entrepreneurs Association (TEA)*

*Tulane Innovation Club*

*Tulane International Business Society (TIBS)*

## Student Awards

The Freeman School honors members of the graduating class each year with the following awards. For more detailed information about each award please visit the Freeman School website at <http://www.freeman.tulane.edu/students/bsm/awards.php>.

*BSM Scholastic Achievement Award*

*The Evelyn and William Burkenroad Award*

*The Dean's Service Award*

*Tulane Association of Business Alumni Award*

*TABA Community Service Award*

*The Wall Street Journal Student Achievement Award*

## Dean's List

Students who have earned a distinguished record in all of their subjects throughout the semester may be recognized on the Dean's List of the Freeman School. The Freeman School Dean's List and the Newcomb-Tulane Dean's List are prepared after each semester and recognize superior academic achievement for the semester. A 3.500 semester grade-point average is required of first-year students and sophomores, and a 3.667 semester GPA is required of juniors and seniors. To qualify for the Dean's List, a student must have been enrolled in 14 credits of letter-graded work, excluding courses taken on a satisfactory/unsatisfactory basis. Students enrolled in a study abroad program are not eligible for that semester's Dean's List.

## Career Management Center (CMC)

The Career Management Center is dedicated to maximizing career opportunities for both Freeman students and alumni. The Center serves as a facilitator by providing career education programs and counseling that respond to the current market and help students develop and manage their careers. It serves as a liaison to the business community by developing employment and internship opportunities that align with students' objectives, and that foster long term relationships among students, alumni, faculty and recruiting organizations. To learn more about the CMCs services for Freeman students please visit their website at <http://www.freeman.tulane.edu/cmc/default.php>. Their student guidebook which may be downloaded and/or printed is available here: <http://www.freeman.tulane.edu/cmc/docs/guidebook.pdf>.

## Computing at the Freeman School

Goldring/Woldenberg Hall is a "virtual computer lab" with over 280 Ethernet connections throughout the building available for notebook computer users. These connections allow students to connect to the Freeman Network as well as to Tulane's online services and the Internet. All Freeman students are required to own a personal laptop/notebook. Please see "Laptop/Notebook Requirements" or the following link for more information: <http://www.freeman.tulane.edu/lib-tech/computing/tools.php>.

Computing facilities throughout the building include two labs, an electronic classroom, research stations in the library, teaching stations in each classroom, and email stations. For more detailed information on computing guidelines and the business school computing policy, as well as lab hours please visit the computing page from the Library & Technology link on the Freeman School homepage, or at <http://www.freeman.tulane.edu/lib-tech/computing/default.php>. The policies are available from their own "quick link" on the computing page or at <http://www.freeman.tulane.edu/lib-tech/computing/policies.php>.

## Management Communication Center (MCC)

The purpose of the Management Communication Center (MCC) is to assist Freeman students as they prepare written papers and presentations. Students make appointments for one-on-one writing sessions with MCC writing instructors. Instructors review students' papers and provide constructive feedback to assist students to learn to communicate clearly and effectively. The MCC Writing Center is located in room 220, Goldring/Woldenberg Hall I. Please visit the Management Communication Center page on the Freeman School website at <http://www.freeman.tulane.edu/students/mcc/default.php>.

## Media Services

The Office of Media Services provides a comprehensive array of digital and analog media equipment and support services to students, faculty and staff of the Freeman School. Located on the second floor of Goldring/Woldenberg Hall I, Media Services features a full broadcast-quality production studio and control room equipped with Sony D30 video cameras. To learn more about the Office of Media Services and its student policies please visit this link: <http://www.freeman.tulane.edu/lib-tech/media/default.php>.

## Places and Things to Know

**Access Cards:** Student IDs are magnetically encoded to allow access to the Turchin Library, Management Technology Center and break-out rooms when these spaces are restricted (evenings and weekends). The card also allows students access to the exterior doors when the buildings are secure (evenings and holidays). Students are permitted entry to the building until 2 a.m. Between 2 a.m. and 6:30 a.m., the building is closed for cleaning. If the card is misplaced, the student should report it to card services. For all other problems, contact Media Services. Proof of enrollment in a Freeman School class may be required before access is granted.

**Advising:** For advising, counseling, and information on degree requirements, students should consult with their academic advisor located in the Academic Advising Center in 102 Richardson Building or by calling 504-865-5798. Additionally students may consult with their BSM academic coordinator about business school requirements. BSM academic coordinators are located in the Office of Undergraduate Education at the Freeman School.

**Announcements:** For general information about the academic calendar, course scheduling, and university deadlines, consult the bulletin board of the Office of Undergraduate Education outside Suite 200, GWI, and the television monitors throughout the G/W complex.

**Break-out Rooms:** Six break-out rooms each on the first floor in GWI are designated for Freeman undergraduate students. Students are encouraged to make advanced reservations for the breakout rooms by emailing Julie Gomez at [JGomez@tulane.edu](mailto:JGomez@tulane.edu). Once their reservation has been confirmed the student ID will provide electronic access.

The breakout rooms in GWII are designated for Freeman graduate students. BSM student IDs will not provide access to the breakout rooms in GWII. BSM students are asked to adhere to this policy.

**Classrooms:** Both Goldring/Woldenberg Hall I and Goldring/Woldenberg Hall II have classrooms. Although students may occasionally have classes in both buildings, in general, GWI houses undergraduate education - all classrooms with three-digit room numbers are located in GWI. Classrooms in GWI are on the first floor on both sides of the elevators. In general, GWII houses graduate education - all classrooms with four-digit room numbers are in GWII. Classrooms in GWII are on the first, second, and third floors.

**Counseling:** Educational Resources and Counseling (ERC) is in the Mechanical Engineering Building. The center offers a variety of services to Tulane students including personal, educational, and career counseling, and is staffed with professionals available to provide assistance. The ERC also evaluates students who have symptoms of possible ADHD (Attention Deficit-Hyperactivity Disorder). Call 504-865-5113, #1, for more information.

Tulane student health center also provides counseling services. The student health center is located at the corner of Newcomb Place and Willow Street. For more information call 504-865-5255.

**Dean and Faculty:** The office of the associate dean for undergraduate education is located in GWI, room 512. Faculty offices are located on the fifth and sixth floors; a directory of faculty offices is located opposite the elevators on both the fifth and sixth floors of GWI. Finance faculty offices are located on the mezzanine level of GWII.

**Library:** The Lillian and Robert Turchin Library located on the third floor of GWI provides print and electronic resources to Freeman School students and faculty, as well as to the Tulane community. Many of these resources are remotely accessible through the library's website at <http://www.freeman.tulane.edu/lib-tech/turchin/default.php>.

Regular semester hours are as follows:

Monday-Thursday: 8:30 a.m. to 11 p.m.      Saturday: noon to 7 p.m.  
Friday: 8:30 a.m. to 7 p.m.                      Sunday: noon to 11 p.m.

Hours will vary during holidays, summers, and between semesters. These hours will be posted on the website, as well as on a bulletin board to the right of the main entrance. Entrance to the library is strictly by card access after 5 p.m. and on weekends.

**Lost and Found:** Lost and Found for the A. B. Freeman School of Business is located in room 411, GWI. Please turn in found items to room 411, or call Zina Eugene at 504-865-5406 to inquire about lost items.

**Mail:** Email is the preferred medium for Freeman mass communication. Email addresses are created for each Tulane student by Tulane Infrastructure Services (TIS). Check your email regularly and often. General information bulletin boards are located in the rear of the building on the second floor of GWI. Vending machines are located in the same area.

**Trading and Financial Center:** Located in room 1112 in Goldring/Woldenberg Hall II, this showcase facility is used to teach portfolio management and position trading regarding energy, equities, fixed income, and foreign exchange. Finance classes include, but are not limited to, risk management, fundamental and technical trading, energy trading, and financial modeling. State-of-the-art technology and software allow for new instructional and experiential learning methodologies, which broaden students' skills to include not only the academic, but also practical applications. The center is also used for behavior and operations research to study the relationship between stress and trading.

**Transcripts:** An official transcript of a student's record may be sent to any person or institution upon the student's written instruction. Requests for official transcripts must be sent to the University Registrar. Recorded instructions on the information to include with the request are available 24 hours a day by calling 504-865-5231 or by visiting [http://registrar.tulane.edu/transcript\\_requests](http://registrar.tulane.edu/transcript_requests). Transcripts delivered by U.S. mail or picked up in the registrar's office are free up to five copies per week and \$3.00 each per quantity above five. Your transcript will be mailed within three business days of receiving your request. Transcripts may be withheld for unpaid financial accounts with the university.

**Tutoring Center/Writing Workshop:** Located in the ERC, the Tutoring Center offers free drop-in tutoring to students in over two dozen high-demand courses. The ERC oversees the writing workshop, which helps students with any undergraduate paper (except languages). Call the ERC Tutoring Center at 865-5103 for more information.

The Freeman School's Management Communication Center provides in-house coaching and feedback to enhance oral and written communications. For more information please see "Management Communication Center (MCC)" above.

## University Policies and Links

### ***Students with Disabilities***

Tulane University and the A. B. Freeman School of Business welcome individuals with disabilities; in addition, Tulane and Freeman comply with Section 504 of the federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. See *Disability Services* on page 83 of this handbook for more information.

For Tulane's policies concerning disabilities, please consult the Office of Disability Services (ODS) by telephone at 504-862-8433 or in person between 8:30 a.m. and 5 p.m., Monday through Friday on the 1<sup>st</sup> floor of the Mechanical Engineering building on campus. The ODS policies can also be found online at <http://erc.tulane.edu/disability/>. ODS works in partnership with students, faculty, and staff to develop successful strategies for maximizing students' academic achievement and participation in extracurricular activities and programs.

Students with questions about the Freeman School's role in facilitating accommodations should contact the Freeman School Office of Undergraduate Education. A student with an ODS approved extended time accommodation who has complied with all ODS procedures for taking an exam with such an accommodation, should submit an Exam Request form to the Office of Undergraduate Education four days before an exam and seven days in advance of a final exam. The forms can be obtained in the Office of Undergraduate Education, Goldring/Woldenberg Hall I, Suite 200. The office will schedule the exam for the student in the Freeman School.

### ***Code of Academic Conduct***

Freeman students are bound to follow the Code of Academic Conduct with respect to all issues of academic integrity. The code can be found online at <http://college.tulane.edu/code.htm>.

### ***Code of Student Conduct***

Freeman students are bound to follow the Code of Student Conduct while enrolled as a member of the Freeman School and Tulane University. The code can be found online at <http://studentconduct.tulane.edu/>.

### ***Grade Complaints and Grievance Procedure***

The Freeman School follows the grade complaints and grievance procedure described in the Tulane University Student Handbook. However, where the grievance cannot be resolved at the faculty level, the complaint shall go to the Associate Dean for Undergraduate Education instead of the department chair as the Freeman School does not have department chairs. The grade complaint and grievance procedure can be found online at <http://college.tulane.edu/documents/GRIEVANCE%20PROCEDURE.pdf> or at <http://college.tulane.edu/documents.html> under the *Grievance Procedure* link.

### ***Expected Behavioral Norms***

Freeman Students are bound to follow Tulane University's behavioral norms as well as the additional behavioral norms for Freeman School students. Students can access the university and Freeman school expected behavioral norms online at <http://www.freeman.tulane.edu/students/bsm/pdf/Expected%20Behavioral%20Norms.pdf>.

### ***Policy Revisions***

**The information in this handbook applies to students who were admitted to Tulane University as first-year students during the academic year of 2006-2007 and all academic years following.** The Freeman School reserves the right to modify any of its policies, procedures, or rules during the academic year. Notices of changes will be posted on the Office of Undergraduate Education bulletin boards, sent by electronic mail, and kept on file in the Office of Undergraduate Education, Suite 200, Goldring/Woldenberg Hall I. In the event of a conflict between the policies, procedures, and rules stated in this handbook and other publications of the Freeman School, this document, as revised and on file in the Office of Undergraduate Education, takes precedence. The university reserves the right to deny admission to any applicant and the right to deny any student's continued enrollment without assignment of reason. The university also reserves the right to amend or change any of its established regulations, courses, or charges at any time, and to make such changes applicable to current students and to new students.

### ***Students' Right to Privacy***

Privacy of students' records and affairs is protected both by the federal Family Educational Rights and Privacy Act of 1974 as amended (P.L. 93-380) and by the policies of the Board of Tulane University. Under the federal act, the Office of Student Affairs publishes an annual comprehensive statement describing institutional obligations and practices, and students' rights. Individuals who have particular questions are urged to contact the dean or the Office of the University Registrar.



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TULANE UNIVERSITY**

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