Olin Business School

About Olin Business School

At Olin, students get down to business from day one. We believe that the more they learn, the more opportunity they have to become the people they want to be. Their immersion in business begins immediately, giving them a full four years to discover and develop their passions. Students choose from our eight business majors and three business minors. They can earn two majors and one minor, both inside Olin and with other Washington University schools. They’ll take 40 percent of their classes outside the business school to give them flexibility to explore other interests and create their own unique paths.

Olin Business School is a welcoming community where everyone values teamwork and collaboration. Students form lifelong relationships, both personal and professional. They can rely on the support they need from faculty, staff and their fellow students while still feeling challenged in their studies. They’ll get to know their professors, dedicated teachers who genuinely care about their success in the program — and afterwards.

Students find many opportunities to apply what they’ve learned in class to real-world situations on campus, in St. Louis, and around the globe. These experiential learning opportunities — from student consulting and internships to case competitions and study abroad programs — prepare students to thrive in a constantly changing, global marketplace. In fact, more than 50 percent of our undergrads participate in study abroad and internship opportunities around the world, gaining a global perspective that will serve them well throughout their careers.

Olin prepares students to be leaders who use critical and creative thinking to solve problems and achieve results. Our Midwestern values of integrity, empathy and hard work will become second nature to them. Whatever career path they choose to take after graduation, Olin Business School is an exceptional launching pad for success.

Bachelor of Science in Business Administration (BSBA)

Olin Business School offers a full-time Bachelor of Science in Business Administration (BSBA) degree program of instruction. Undergraduate students at the Olin School may choose to major in one or two professional fields in business as part of their degrees. Our BSBA students enroll in business courses in their first year. The curriculum covers the core functional areas of business. At least one major course of study in a field of business and at least 40 percent of the course work must be in nonbusiness fields — from fine arts to science — allowing students to pursue individual careers and ensuring a well-rounded educational experience.

Majors

BSBAs are offered the option to focus their studies in a specific field of business. While a business student is not required to declare a business major, almost all our business students earn at least one professional major. A student may pursue one or two majors from the list below:

- Accounting
- Economics and Strategy
- Entrepreneurship
- Finance
- Financial Engineering (This is offered to any BSBA as a second major option only.)
- Health Care Management
- Leadership and Strategic Management
- Marketing
- Operations and Supply Chain Management

Specific requirements for each major can be found in the "Majors for BSBA Degree Candidates" section of this page.

Combined Majors

Business students have the option to major in more than one field of study. BSBA students can earn a total of two majors either both in business or one in business and one outside of the Olin School. For example, a student could earn a BSBA degree with a major in finance and a major in English literature from the College of Arts & Sciences. Students must complete the specific courses required for the second major, but they are not required to complete the general requirements for the second degree. Students should consult with their academic advisers for additional information. Upon completion, the student's transcript would show a BSBA degree along with the earned second major. A diploma is awarded for the degree, with reference to any major(s) on the official transcript.

Minors

Many departments and schools in the university offer minors. Business students also can pursue a minor outside of Olin Business School in any recognized academic discipline offered within the university by satisfactorily completing all the requirements for both the BSBA degree and the minor. Required courses for a minor outside of business may range from 15 to 27 units, depending on the specific regulations of the academic department. A business student who applies for a minor and completes all of the requirements will have the award of the minor noted on the official transcript. A student must be approved for admission to a minor program by the department offering the minor.

Business students typically may not minor in a business subject. However, BSBA students may choose our business of sports minor, business of entertainment minor, or the international business minor offered through the Olin Business School.
Additional information, as well as information for students from other schools of Washington University who wish to pursue business minors, can be found in the Minors for Non-BSBA Degree Candidates (http://bulletin.wustl.edu/prior/2017-18/undergrad/business/#minors) section of this page.

**Combined Degrees**

A student also can earn two undergraduate degrees simultaneously — a BSBA degree and another undergraduate degree offered at the university. The student must be admitted to the other degree-granting program, and they must meet specific degree requirements for both schools. Typically, this option requires additional time to complete all requirements. For example, if a student combines a business degree with a degree from the College of Arts & Sciences, the student must complete a minimum of 150 units between the two disciplines. Of the 150 units, at least 90 units must be from the College of Arts & Sciences and at least 60 units from Olin Business School. Some courses may be used to satisfy both degree requirements simultaneously. Because requirements for a second degree vary from discipline to discipline, students should talk with their primary adviser to plan their program.

**Joint Undergraduate and Business Master’s Degrees**

**Master of Business Administration (MBA)**

A special five-year program combining an undergraduate degree with the Master of Business Administration degree is available to a select number of undergraduates. Often referred to as the 3+2 program, it combines three years of undergraduate study and two years of MBA study for completion of both degrees in five years. Joint programs include: the AB/MBA degrees offered with the College of Arts & Sciences, the BS/MBA degrees offered with the School of Engineering & Applied Science, and the BSBA/MBA degrees offered through Olin Business School.

Admission to the 3+2 program is extremely competitive. The student must have a superior academic record, an outstanding performance on the Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE) and substantive summer internship experience in a related field.

Students apply during the winter of their junior year and begin the full-time MBA program in the fall semester. They must complete at least 90 units of undergraduate course work before entering Olin's MBA program and then complete an additional 66 units of graduate-level courses. Students should consult their academic adviser during their sophomore year regarding specific degree requirements. If a student's undergraduate major is in the School of Engineering & Applied Science or the College of Arts & Sciences, up to 15 units of remaining undergraduate courses will apply toward the 66 units required in the MBA program. If a student's undergraduate major is in Olin Business School, up to 6 units of remaining undergraduate course work will apply toward the 66 units required in the MBA program. Visit the MBA website page on joint degrees (http://www.olin.wustl.edu/EN-US/academic-programs/full-time-MBA/academics/joint-degrees/Pages/default.aspx) for more information, including additional requirements for Arts & Sciences candidates.

To apply, contact the Graduate Programs Office in Knight Hall, Room 310, or send an email to OlinGradAdmissions@wustl.edu (mba@olin.wustl.edu).

**Specialized Master’s Programs**

A specialized master’s degree is highly concentrated and singular in focus, providing intensive education in one business discipline. Olin Business School offers a variety of specialized master’s programs. Visit our website (http://olin.wustl.edu/SMP) for details. Further information is available in the Graduate Programs Office in Knight Hall, Room 310, or by emailing the programs using the contact information below.

Undergraduate students interested in pursuing a specialized master’s degree should contact the Graduate Programs Office as early as possible. Combined Program General Principles and Guidelines are as follows:

1. Undergraduate students should apply to a specialized master’s program (SMP) during their junior year (as defined by credit hours) in order to allow sufficient lead time for an admissions decision and for academic planning.
2. Undergraduate students who have been admitted to a combined SMP will be limited to taking a maximum of 21 graduate credit hours during their senior year while still officially coded as an undergraduate student.
3. Students must enroll for at least one full-time semester (fall, spring or summer) coded and registered as a graduate student.
4. Tuition for the graduate semester will be applied at the full-time graduate program rate for the specific degree program the student is pursuing.
5. If the student needs additional course work beyond the immersive graduate semester, they will be charged the full-time or part-time graduate tuition rate — whichever applies based on the number of credit hours.

For students at Washington University, the GMAT/GRE requirement and $100 application fee are waived.

**Master of Accounting (MACC)**

For career interests in public or corporate accounting, consulting or financial services, the Olin School's Master of Accounting (MACC) program will prepare students for an exciting and challenging future. This program requires 33 graduate-level credit units in addition to the course work requirements for an undergraduate degree. Course work is included to help meet eligibility requirements to sit for the CPA exam in states with the
"150-hour rule." It is expected that students will have completed Intermediate Financial Accounting before beginning the program.

Visit the MACC website (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/master-of-accounting/Pages/default.aspx) or email OlinGradAdmissions@wustl.edu (mba@olin.wustl.edu).

Master of Science in Customer Analytics (MSCA)

The MSCA program provides students with the tools to become analytics-driven business managers, well-versed to guide firms in the emerging era of big data and data-driven decision-making. Washington University’s Olin Business School, School of Engineering & Applied Science, and the College of Arts & Sciences have partnered with business technology industry leader IBM to create a curriculum that will help students formulate and implement analytics-driven approaches to marketing.

Completion of the degree requires a minimum of 39 credits of graduate-level (500-level) structured course work, in addition to the course requirements for an undergraduate degree. A two-day course in SPSS programming is taught in August and required as a foundations course. Students must maintain a minimum GPA of 3.0. Applicants to the MSCA program should have taken at least two courses in calculus or equivalent course work and one course in statistics.

Visit the MSCA website (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/ms-in-customer-analytics/Pages/default.aspx) or email OlinGradAdmissions@wustl.edu (mba@olin.wustl.edu).

Master of Science in Finance (MSF)

Graduates of the Olin School’s Master of Science in Finance (MSF) develop highly targeted skills by selecting the curriculum track best suited to their career aspirations. These rigorous and comprehensive graduate programs offer in-depth training in securities research, asset management, derivative pricing, fixed income and corporate finance for students pursuing specialized finance careers:

- The Corporate Finance and Investments track (https://olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-finance/Pages/Corporate-Finance-and-Investments-Curriculum.aspx) and Wealth and Asset Management track require 30.5 graduate-level credit units in addition to the course requirements for an undergraduate degree. These prepare students for careers in asset management, sales and trading, industry finance, investment banking, private wealth management and consulting.
- The Quantitative Finance track (https://olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-finance/Pages/Quantitative-Finance-Curriculum.aspx) requires 39 graduate-level credit units in addition to the course requirements for an undergraduate degree. It prepares students for careers in credit risk analysis, derivative pricing, risk management modeling and financial software development.

Applicants to the MSF program must have taken microeconomics, statistics and calculus.

Visit the MSF website (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-finance/Pages/default.aspx) or email OlinGradAdmissions@wustl.edu (mba@olin.wustl.edu).

Global Master of Finance Program (GMF)

To meet demand for graduates with global financial expertise, Olin Business School offers programs that feature study at the campuses of five prestigious international universities.

- Singapore Management University (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/partners/SMU-MAF/Pages/default.aspx)
- Yonsei University in South Korea (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/partners/Yonsei-MBA/Pages/default.aspx)
- IDC Herzliya in Israel (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/partners/IDC-MSF/Pages/default.aspx)
- WHU Otto Beisheim School of Management in Germany (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/partners/WHU/Pages/default.aspx)
- Universitat Pompeu Fabra, Barcelona School of Management in Spain (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/partners/UPF/Pages/default.aspx)

Applicants to the Global Master of Finance dual degree program should have taken microeconomics, statistics and calculus.

Visit the GMF website (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/Pages/default.aspx) or email OlinGradAdmissions@wustl.edu.

Master of Science in Supply Chain Management (MSSCM)

Exceptional management of the production and delivery of a firm’s products and services — its supply chain — is essential. The Master of Science in Supply Chain Management degree equips graduates to stand out in this challenging and critically important career field. This program provides students with comprehensive preparation in all areas relevant to sophisticated management of a company’s supply chain, whether the company is engaged in manufacturing or in the delivery of complex services.
Completion of the degree requires a minimum of 36 graduate-level credit hours in addition to the course requirements for an undergraduate degree.

Visit the MSSCM website (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-supply-chain-management/Pages/default.aspx) or email OlinGradAdmissions@wustl.edu (mba@olin.wustl.edu).

Special Opportunities

Center for Experiential Learning

The Center for Experiential Learning (CEL) is an educational center located in the Olin Business School. The CEL is focused on creating innovative learning opportunities with meaningful impact in the business and nonprofit communities. Courses available to undergraduate students include team-based consulting projects ranging from startups to Fortune 500 companies to local nonprofit organizations. Visit the CEL website (http://www.olin.wustl.edu/cei/Pages/default.aspx) for more information.

Entrepreneurship

Olin School offers both a major and minor in entrepreneurship, a business plan course known as the Hatchery, and the CEL Entrepreneurial Consulting Team. There are also many universitywide resources including the Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship. Read about entrepreneurship opportunities on the BSBA website (http://www.olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/entrepreneurship.aspx).

Independent Study

Independent study under the direction of a faculty member is available on a selective basis. The purpose of independent study is to provide an opportunity for students to pursue subject matter beyond the specific course offerings found in the Olin School. Projects may be done for 1 to 6 units, but normally no more than 3 units will be granted in any one semester. For more information, please refer to the Olin School’s Undergraduate Student Handbook.

Students may apply a maximum of 6 units of independent study in business and 6 units outside of the Olin School toward the 120-unit degree requirement.

Internship for Credit Opportunities

Olin Business School first-year students and sophomores who have a summer internship can enroll in MGT 450A for academic credit. This online course is designed to deepen a student’s overall learning gained from an internship. Students enroll in this 1.5-credit course on a Pass/Fail basis. While this course will be listed on a student’s academic transcript, it will not count toward the 120 units needed for graduation.

Olin Business School juniors or seniors who have completed the core requirement and one advanced elective in the appropriate major field may apply to receive credit for internship experience. Students must work under the direction of a faculty member to complete an academic paper/project. The Internship Petition Form must be submitted to the student’s academic adviser by the end of the second week of the academic semester. A maximum of 6 units of internship course work may be applied toward the BSBA degree.

Management Communication Center

Students hone their communication skills with free lab-based coaching at Olin’s Management Communication Center (MCC). Our communication consultants help them learn to communicate effectively, present confidently, and ultimately, influence business decisions. Through strategies like personalized coaching, rehearsals, interactive workshops and critique sessions, students will develop the personal and professional skills required for lifelong career advancement in today’s global marketplace. The MCC is located in Simon Hall. Visit the MCC website (http://www.olin.wustl.edu/EN-US/partners-resources/facilities-services/Pages/Management-Communication-Center.aspx) for more information.

Study Abroad

Business students have the opportunity to participate in various study abroad programs, providing they meet the eligibility requirements.

Options include:

- Olin International Internship Programs (https://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/global-programs/Pages/international-internships.aspx) combine classroom learning with full-time internship placement of approximately 10-12 weeks. Students complete a significant research project in conjunction with the internship experience.
- Olin Semester Study Abroad Opportunities (https://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/global-programs/Pages/study-abroad.aspx) in Asia, Europe and South America offer business, language and general studies courses. Some programs require intensive language courses, others are taught in English.

Academic Study Tours are a required academic component for several of our abroad programs. Students earn business credit for this experience. The European Study Tour is designed to develop research, analysis and presentation skills in an experiential format to allow students to apply theory, concepts and skills gained at Olin to consulting-type exercises abroad. The Asian Study Tour Series allows students the opportunity to explore the business and culture of that region. Information on programs that participate in the Academic Study Tours (https://
olinwustl.campusgroups.com/bsbglobal/academic-study-tours) are available on the Olin Global Programs website.

- Study abroad programs sponsored by Overseas Programs (http://overseas.wustl.edu) in the College of Arts & Sciences.
- Short-term and summer programs lasting from two to eight weeks for 3 to 6 credits.

Detailed information and eligibility requirements for study abroad are available on the Olin Global Programs website (https://olinwustl.campusgroups.com/bsbglobal/about) or in the BSBA Programs office.

Israel Summer Business Academy (ISBA)

Students may participate in the Israel Summer Business Academy (ISBA), administered by Washington University in St. Louis but open to students from all institutions. This unique opportunity, open to undergraduate students of all faiths and beliefs, allows students to study and immerse themselves in the Israeli business environment. They will learn about entrepreneurship, innovation and startup consulting through course work, speakers, company visits and consulting while earning 6 units of academic credit. ISBA is a collaboration between Olin Business School at Washington University in St. Louis and the Interdisciplinary Center (IDC) in Herzliya, Israel. Students learn firsthand about business in Israel, a country that has built itself around entrepreneurship. For more information visit the ISBA website (https://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/global-programs/israel-summer-business-academy/Pages/default.aspx).

Student Assistants to Professors

In this challenging program, outstanding students are chosen to assist various professors with their course development work or research efforts. Students may conduct library research, perform computer programming, develop new learning materials for class, assist other students with their writing skills, or tutor in various areas of the curriculum.

Participation as an assistant to professor is voluntary and may begin as early as the first year. As a participating student, students are paid the going rate for undergraduate student assistants. This experience also impresses company recruiters.

Academic Support Services

Academic Advising

Olin Business School provides students with expert academic advising and support. BSBA Student Services has nine academic advisers who serve as professional advisers to all undergraduate students on procedural matters, course planning, registration and other academic matters.

The Olin School Peer Ambassadors

In this program, undergraduate business students who are familiar with the university and with the Olin School's programs and policies help incoming students make a smooth transition to the university by providing informal peer advising services throughout their first year here.

Weston Career Center

To provide students with personalized career planning and job search services, Olin Business School operates its own career center in Knight and Bauer Halls. The Weston Career Center (WCC) delivers a variety of career management programs and services to Olin Business School undergraduate and graduate students. Services include: one-on-one advising and consultation with a functional career specialist, workshops and professional development seminars, company information sessions, mock interviews, self-assessments, résumé and cover letter writing, and networking — all the tools needed for an effective job search.

On-campus interviews take place in the Knight and Bauer Hall Interview Suite or Danforth Center throughout the academic year. Business students are encouraged to meet with the center's staff early in the school year to discuss career and professional goals. The WCC also maintains an extension office in Simon Hall for quick questions and technical support. For more information, visit the OlinCareers website (http://olincareers.wustl.edu/EN-US/Pages/default.aspx), or contact the Weston Career Center by phone at 314-935-5950 or email at wcc@olin.wustl.edu.

Phone: 314-935-6315
Email: bsba@olin.wustl.edu
Website: http://olin.wustl.edu

Faculty

Dean

Mark Taylor (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=mark.p.taylor) PhD, Birbeck College, University of London

Endowed Professors

Nicholas S. Argyres (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=argyres) vernon w. and marion k. piper professor of strategy
PhD, University of California, Berkeley

William P. Bottom (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=bottomb) joyce and howard wood distinguished professor of organizational behavior
PhD, University of Illinois at Urbana-Champaign
J. Stuart Bunderson (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=bunderson)
George and Carol Bauer Professor of Organizational Ethics and Governance
PhD, University of Minnesota

Siddhartha Chib (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=chib)
Harry C. Hartkopf Professor of Econometrics and Statistics
PhD, University of California, Santa Barbara

Kurt T. Dirks (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=dirks)
Bank of America Professor of Managerial Leadership
PhD, University of Minnesota

Philip H. Dybvig (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=dybvig)
Boatmen’s Bancshares Professor of Banking and Finance
PhD, Yale University

Hillary Anger Elfenbein (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=elfenbein)
John K. Wallace Jr. and Ellen A. Wallace Distinguished Professor
PhD, Harvard University

Richard M. Frankel (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=frankel)
Beverly and James Hance Professor of Accounting
PhD, Stanford University

Barton H. Hamilton (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=hamilton)
Robert Brookings Smith Distinguished Professor of Entrepreneurship
PhD, Stanford University

Ronald R. King (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=king)
Myron Northrop Professor of Accounting
PhD, University of Arizona

Panos Kouvelis (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kouvelis)
Emerson Professor of Operations and Manufacturing Management
PhD, Stanford University

Hong Liu (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=liuh)
Fossett Distinguished Professor in Finance
PhD, University of Pennsylvania

Glenn M. MacDonald (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=macdonald)
John M. Olin Distinguished Professor of Economics and Strategy
PhD, University of Rochester

Judi McLean Parks (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=mcleanparks)
Reuben C. and Anne Carpenter Taylor Professor of Organizational Behavior
PhD, University of Iowa

Todd T. Milbourn (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=milbourn)
Hubert C. and Dorothy R. Moog Professor of Finance
PhD, Indiana University

Chakravarthi Narasimhan (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=narasimhan)
Philip L. Sitemap Professor of Marketing
PhD, University of Rochester

Jackson A. Nickerson (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=nickerson)
Frahm Family Professor of Organization and Strategy
PhD, University of California, Berkeley

Stephen M. Nowlis (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=nowlis)
August A. Busch Jr. Distinguished Professor of Marketing
PhD, University of California, Berkeley

Robert A. Pollak (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=pollak)
Henriech Distinguished Professor of Economics
PhD, Massachusetts Institute of Technology

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W. Patrick McGinnis Professor of Marketing
PhD, Cornell University

Anjan Thakor (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=thakor)
John E. Simon Professor of Finance
PhD, Northwestern University

Guofu Zhou (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=zhou)
Frederick Bierman and James E. Spears Professor of Finance
PhD, Duke University
Professors

Tat Y. Chan (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=chan)
PhD, Yale University
(Marketing)

Lingxiu Dong (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=dong)
PhD, Stanford University
(Operations and Manufacturing Management)

Radhakrishnan Gopalan (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=gopalan)
PhD, University of Michigan
(Finance)

Ohad Kadan (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kadan)
PhD, Hebrew University
(Finance)

Anne Marie Knott (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=knott)
PhD, University of California, Los Angeles
(Strategy)

J. Lamar Pierce (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=pierce)
PhD, University of California, Berkeley
(Strategy)

Stephen Ryan (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=stephen.p.ryan)
PhD, Duke University
(Economics)

Fuqiang Zhang (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=fzhang22)
PhD, University of Pennsylvania
(Operations and Manufacturing Management)

Associate Professors

Mariagiovanna Baccara (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=mabaccara)
PhD, Princeton University
(Economics)

Markus Baer (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=baer)
PhD, University of Illinois at Urbana-Champaign
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Cynthia Cryder (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=cryder)
PhD, Carnegie Mellon University
(Marketing)

Daniel Elfenbein (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=elfenbein)
PhD, Harvard University
(Organization and Strategy)

Ignacio Esponda (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=esponda)
PhD, New York University
(Economics)

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PhD, Harvard University
(Finance)

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PhD, Massachusetts Institute of Technology
(Finance)

Baojun Jiang (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=baojunjiang)
PhD, Carnegie Mellon University
(Marketing)

Andrew P. Knight (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=knightap)
PhD, University of Pennsylvania
(Organizational Behavior)

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PhD, Duke University
(Finance)

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PhD, Princeton University
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(Finance)

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(Marketing)

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PhD, New York University  
(Economics)

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(Finance)

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(Operations and Manufacturing Management)

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Sergio Chayet (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=chayet)  
PhD, Northwestern University  
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Nicholas Dopuch
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PhD, University of Minnesota

Ambar Rao
Fossett Distinguished Professor Emeritus of Marketing

J. George Robinson
Professor Emeritus of Marketing

Robert L. Virgil Jr.
Dean Emeritus of the John M. Olin Business School and
Professor Emeritus of Accounting

John E. Walsh Jr.
(Management)

Majors
Majors for BSBA Degree Candidates

In addition to the 41 core professional units (listed on the Degree Requirements page of this Bulletin), a BSBA degree candidate must complete at least 19 professional elective units. Students may apply these professional electives toward a specific professional major. Majors in the business curriculum are offered as an option to focus their studies in a specific field of business. All major courses must be taken in residence. Course work from an approved Washington University study abroad program will count as in-residence work. However, only one course per major may be taken through a study abroad experience.

Students may select a major from the following disciplines:
- Accounting (p. 12)
- Economics and Strategy (p. 13)
- Entrepreneurship (p. 13)
- Finance (p. 13)
- Financial Engineering (p. 13)*
- Health Care Management (p. 14)
- Leadership and Strategic Management (p. 14)
- Marketing (p. 15)
- Operations and Supply Chain Management (p. 15)

*The financial engineering major is offered to any undergraduate day division student as a second major option only.

The Major in Accounting
Total units required: 15

- Accounting Core: 6 units
  ACCT 3610 Intermediate Financial Accounting Theory I
  ACCT 3620 Intermediate Financial Accounting II
- Accounting Elective Choices: 9 units

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<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
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<tr>
<td>ACCT 400L</td>
<td>Ethical Decision Making in Accounting</td>
<td>1.5</td>
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<tr>
<td>ACCT 464</td>
<td>Auditing</td>
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The Major in Economics and Strategy

Total units required: 12

- Economics and Strategy Core: 12 units

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<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
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</tr>
<tr>
<td>MEC 400K</td>
<td>Research Analysis in Industry</td>
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<tr>
<td>MEC 470</td>
<td>Market Competition and Value Appropriation</td>
<td>3</td>
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<tr>
<td>MEC 471</td>
<td>Empirical Techniques for Industry Analysis</td>
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The Major in Entrepreneurship

Total units required: 15

Entrepreneurship Core: 6 units

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<tr>
<td>MGT 421</td>
<td>Introduction to Entrepreneurship</td>
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<tr>
<td>MGT 424</td>
<td>Business Planning for New Enterprises (The Hatchery)</td>
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Entrepreneurship Electives: 9 units (must select 3 units from each category)

- Industry Elective Choices: (at least 3 units required)

<table>
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<tr>
<td>CSE 131</td>
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<tr>
<td>Econ 335</td>
<td>Money and Banking</td>
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</tr>
<tr>
<td>FIN 549H</td>
<td>Special Topics: Real Estate Finance</td>
<td>1.5</td>
</tr>
<tr>
<td>INTL 320</td>
<td>Business, Innovation and Entrepreneurship in Israel</td>
<td>3</td>
</tr>
<tr>
<td>MEC 460</td>
<td>Economics of Entertainment</td>
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</tr>
<tr>
<td>MGT 320</td>
<td>Olin Grand Rounds: The Business and Practice of Medicine</td>
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</tr>
<tr>
<td>MGT 380</td>
<td>Business Strategy</td>
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</tr>
<tr>
<td>MGT 440</td>
<td>Sports Management</td>
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<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
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- Experiential Elective Choices: (at least 3 units required)

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<td>MGT 401</td>
<td>Management Center Practicum</td>
<td>3</td>
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<tr>
<td>MGT 450C</td>
<td>Venture Consulting</td>
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</tr>
<tr>
<td>MGT 450X</td>
<td>CEL Entrepreneurial Consulting Team</td>
<td>3</td>
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</table>

The Major in Finance

Total units required: 12

Finance Core: 9 units

<table>
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<th>Title</th>
<th>Units</th>
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<td>FIN 441</td>
<td>Investments</td>
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</tr>
<tr>
<td>FIN 448</td>
<td>Advanced Financial Management</td>
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</tr>
<tr>
<td>FIN 451</td>
<td>Options, Futures and Derivative Securities</td>
<td>3</td>
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</table>

Finance Elective Choices: 3 units

<table>
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<th>Code</th>
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<th>Units</th>
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</thead>
<tbody>
<tr>
<td>FIN 400I</td>
<td>Mergers &amp; Acquisitions</td>
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</tr>
<tr>
<td>FIN 400J</td>
<td>Advanced Valuation</td>
<td>1.5</td>
</tr>
<tr>
<td>B52 FIN 420</td>
<td>International Economics and Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 428</td>
<td>Investments Praxis</td>
<td>3</td>
</tr>
<tr>
<td>FIN 443</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 447</td>
<td>Information, Intermediation and Financial Markets</td>
<td>3</td>
</tr>
<tr>
<td>FIN 470A</td>
<td>Research Methods in Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

The Major in Financial Engineering

The financial engineering major is offered only as a second major option. Therefore, BSBAs must select another business major in order to be eligible to pursue this major.

Total units required: 30 required units and 18 units of prerequisite course work

Background Requirements: 18 units
### Bulletin 2017-18
#### Olin Business School (07/05/18)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE 131</td>
<td>Computer Science I</td>
<td>3</td>
</tr>
<tr>
<td>Math 217</td>
<td>Differential Equations</td>
<td>3</td>
</tr>
<tr>
<td>Math 233</td>
<td>Calculus III</td>
<td>3</td>
</tr>
<tr>
<td>Math 309</td>
<td>Matrix Algebra</td>
<td>3</td>
</tr>
<tr>
<td>MEC 290</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>or Econ 4011</td>
<td>Intermediate Microeconomic Theory</td>
<td></td>
</tr>
<tr>
<td>QBA 121</td>
<td>Managerial Statistics II</td>
<td>3</td>
</tr>
<tr>
<td>or ESE 326</td>
<td>Probability and Statistics for Engineering</td>
<td></td>
</tr>
<tr>
<td>or Econ 413</td>
<td>Introduction to Econometrics</td>
<td></td>
</tr>
<tr>
<td>or Math 439</td>
<td>Linear Statistical Models</td>
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**Engineering Professional Core Requirements:** 15 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>CSE 240</td>
<td>Logic and Discrete Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>CSE 247</td>
<td>Data Structures and Algorithms</td>
<td>3</td>
</tr>
<tr>
<td>CSE 417T</td>
<td>Introduction to Machine Learning</td>
<td>3</td>
</tr>
<tr>
<td>or CSE 427S</td>
<td>Cloud Computing with Big Data Applications</td>
<td></td>
</tr>
<tr>
<td>ESE 403</td>
<td>Operations Research</td>
<td>3</td>
</tr>
<tr>
<td>or ESE 415</td>
<td>Optimization</td>
<td></td>
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<tr>
<td>ESE 427</td>
<td>Financial Mathematics</td>
<td>3</td>
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</table>

**Olin Professional Core Requirements:** 9 units

<table>
<thead>
<tr>
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<th>Title</th>
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<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>FIN 340</td>
<td>Capital Markets and Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 441</td>
<td>Investments</td>
<td>3</td>
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</tbody>
</table>

**Olin Elective Choices:** 6 units required

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>FIN 500Q</td>
<td>Quantitative Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 537</td>
<td>Advanced Derivative Securities</td>
<td>3</td>
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<tr>
<td>FIN 539</td>
<td>Mathematical Finance</td>
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<tr>
<td>FIN 551</td>
<td>Advanced Fixed Income and Credit Risk Modeling</td>
<td>2</td>
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<tr>
<td>FIN 552</td>
<td>Fixed Income Derivatives</td>
<td>1.5</td>
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</table>

### The Major in Health Care Management

**Total units required:** 15 units

**Health Care Management Core:** 12 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>MGT 320</td>
<td>Olin Grand Rounds: The Business and Practice of Medicine</td>
<td>3</td>
</tr>
<tr>
<td>MGT 321</td>
<td>Health Economics and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 322</td>
<td>Health Care Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 420</td>
<td>Research in Health Care Management</td>
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</tr>
</tbody>
</table>

**Health Care Management Elective Choices:** 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>AMCS 226</td>
<td>Sociological Approaches to American Health</td>
<td>3</td>
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<tr>
<td>AMCS 4135</td>
<td>Tobacco: History, Culture, Science, and Policy</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 260</td>
<td>Topics in Health and Community</td>
<td>1</td>
</tr>
<tr>
<td>Anthro 3283</td>
<td>Introduction to Global Health</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3309</td>
<td>Anthropological Perspectives on Care</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3310</td>
<td>Health, Healing and Ethics: Introduction to Medical Anthropology</td>
<td>3</td>
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<tr>
<td>Anthro 333</td>
<td>Culture and Health</td>
<td>3</td>
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<tr>
<td>Anthro 3621</td>
<td>Anthropology of Human Birth</td>
<td>3</td>
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<tr>
<td>Anthro 3626</td>
<td>Adventures in Nosology: The Nature and Meaning of Disease</td>
<td>3</td>
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<td>Anthro 3875</td>
<td>Pharmaceutical Personhood</td>
<td>3</td>
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<tr>
<td>Anthro 4134</td>
<td>The AIDS Epidemic: Inequalities, Ethnography and Ethics</td>
<td>3</td>
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<tr>
<td>Anthro 4883</td>
<td>The Political Economy of Health</td>
<td>3</td>
</tr>
<tr>
<td>Biol 2010</td>
<td>The Science of Biotechnology</td>
<td>3</td>
</tr>
<tr>
<td>Biol 3183</td>
<td>History of Genetics in the 20th Century</td>
<td>3</td>
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<tr>
<td>Biol 348</td>
<td>Emerging Infectious Diseases</td>
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<tr>
<td>Phil 233F</td>
<td>Biomedical Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Psych 305</td>
<td>Health Psychology</td>
<td>3</td>
</tr>
<tr>
<td>WGSS 310</td>
<td>From Hysteria to Hysterectomy: Women's Health Care in America</td>
<td>3</td>
</tr>
<tr>
<td>WGSS 343</td>
<td>Understanding the Evidence: Provocative Topics of Contemporary Women's Health and Reproduction</td>
<td>3</td>
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### The Major in Leadership and Strategic Management

**Total units required:** 12 units

**Leadership Group A Elective Choices:** (at least 3 units from Group A required)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MGT 450V</td>
<td>Defining Moments: Lessons in Leadership &amp; Character From the Top</td>
<td>1.5</td>
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<tr>
<td>OB 400C</td>
<td>Women in Leadership</td>
<td>1.5</td>
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<tr>
<td>OB 400D</td>
<td>Thinking Creatively and Leading Creative Teams</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 461</td>
<td>Negotiation</td>
<td>3</td>
</tr>
<tr>
<td>OB 462</td>
<td>Leadership in Organizations</td>
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</table>

14
Leadership Group B Elective Choices: (at least 3 units from Group B required)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MGT 380</td>
<td>Business Strategy</td>
<td>3</td>
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<tr>
<td>MGT 402</td>
<td>Ethical Issues in Managerial Decision Making</td>
<td>1.5</td>
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<tr>
<td>MGT 450R</td>
<td>Business &amp; Government: Understanding and Influencing the Regulatory Environment</td>
<td>1.5</td>
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<tr>
<td>MGT 460G</td>
<td>Critical Thinking and Complex Problem Solving for Business</td>
<td>1.5</td>
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<tr>
<td>MGT 460H</td>
<td>Corporate and Global Strategy</td>
<td>3</td>
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</table>

Leadership Group C Elective Choices: (recommended for HR/HR Consulting)

<table>
<thead>
<tr>
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<th>Title</th>
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<tbody>
<tr>
<td>HRM 325A</td>
<td>Personnel/Human Resources Management</td>
<td>3</td>
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<tr>
<td>MEC 391</td>
<td>Economics of Human Resource Management</td>
<td>3</td>
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</table>

The Major in Marketing

**Total units required:** 12 units

Marketing Core: 3 units

<table>
<thead>
<tr>
<th>Code</th>
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<th>Units</th>
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<tbody>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
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</table>

Marketing Electives: 9 units

- Group A Marketing Elective Choices: (at least 6 units from Group A required)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>MKT 377</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400G</td>
<td>Digital Marketing and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 470E</td>
<td>Pricing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MKT 478</td>
<td>New Product Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 480</td>
<td>Marketing Strategy</td>
<td>3</td>
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</table>

- Group B Marketing Elective Choices:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 400E</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 450F</td>
<td>Luxury Goods and a Dash of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477 or MKT 477S</td>
<td>International Marketing Sydney or</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477L</td>
<td>International Marketing London</td>
<td>3</td>
</tr>
<tr>
<td>MKT 481</td>
<td>Integrated Marketing Communication</td>
<td>3</td>
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</tbody>
</table>

The Major in Operations and Supply Chain Management

**Total units required:** 12 units

Group A OSCM Elective Choices (at least 6 units from Group A required)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>OSCM 400C</td>
<td>Analytics for Operational Excellence</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 400D</td>
<td>Supply Chain Management</td>
<td>3</td>
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<tr>
<td>OSCM 458</td>
<td>Operations Planning and Control</td>
<td>3</td>
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</table>

Group B OSCM Elective Choices

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 380</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460H</td>
<td>Corporate and Global Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Class of 2021 Degree Requirements:

For a comprehensive view of our degree program, please review the requirements on our website (http://www.olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/curriculum.aspx).

Academic Options for Non-BSBA Degree Students

A student in another undergraduate division of the university may choose to complete a second major or a minor in a business discipline.

Second Majors

Any non-BSBA degree student may earn a second major in a specific major discipline offered through Olin Business School. This opportunity allows students to combine their academic interests between two schools. If students wish to pursue a second major in business, they are required to follow the degree requirements for their primary school/major along with a set of core business requirements and 12-15 units of professional electives.

Core Business Requirements:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2620</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Math 132</td>
<td>Calculus II</td>
<td>3</td>
</tr>
<tr>
<td>MGT 100 or MGT 380</td>
<td>Individual in a Managerial Environment or Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MEC 290 or Econ 4011</td>
<td>Microeconomics or Intermediate Microeconomic Theory</td>
<td>3</td>
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</tbody>
</table>
MEC 292  Global Economy  3  
or Econ 1021  Introduction to Macroeconomics  
QBA 120  Managerial Statistics I  3  
QBA 121  Managerial Statistics II  3  
or Econ 413  Introduction to Econometrics  
or Math 439  Linear Statistical Models  

Total Units  24  

*Second majors may substitute Math 2200, Math 3200, ESE 326 
or Pol Sci 363 for QBA 120.

Students may select a second major from the following disciplines:

- Accounting (p. 16)
- Economics and Strategy (p. 16)**
- Entrepreneurship (p. 16)
- Finance (p. 17)
- Health Care Management (p. 17)
- Leadership and Strategic Management (p. 18)
- Marketing (p. 18)
- Operations and Supply Chain Management (p. 18)

Regulations:

1. Second majors are required to complete a minimum of 24 
business units through Olin School.
2. All courses for any business major must be taken for a grade.
3. An overall 2.0 average must be achieved in course work taken 
as part of the business major.
4. All major courses must be taken in residence. Course work 
from an approved Washington University study abroad program will be considered as satisfying this residency policy. However, second majors may take one core course and one major course through a study abroad experience.
5. Students may not count one course toward two majors.
6. University College courses will not count toward any 
business major.
7. AP credit for Math 2200 will not serve as a substitute for our 
QBA 120 requirement. All second majors must complete 
QBA 120.
8. Students must declare their second major online through WebSTAC by the end of their junior year. A second major will not be awarded to a student unless proper declaration is made.
9. **Economics and strategy majors must take MEC 290 since 
Econ 1011 will not satisfy the prerequisite requirement for 
MEC 370.
10. Engineering students who have taken ESE 326 and are 
majoring in finance will not be required to take QBA 120 or 
QBA 121.

Non-BSBA degree students may choose to pursue one major from the areas below:

The Second Major in Accounting

Total units required: 15

Accounting Core: 6 units

ACCT 3610 Intermediate Financial Accounting Theory I  
ACCT 3620 Intermediate Financial Accounting II  

Accounting Elective Choices: 9 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 400L</td>
<td>Ethical Decision Making in Accounting</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 464</td>
<td>Auditing</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 467</td>
<td>Income Tax Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 4680</td>
<td>Advanced Financial Accounting Problems</td>
<td>3</td>
</tr>
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</table>

The Second Major in Economics and Strategy

Total units required: 12

Economics and Strategy Core: 12 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
<td>3</td>
</tr>
<tr>
<td>MEC 400K</td>
<td>Research Analysis in Industry</td>
<td>3</td>
</tr>
<tr>
<td>MEC 470</td>
<td>Market Competition and Value Appropriation</td>
<td>3</td>
</tr>
<tr>
<td>MEC 471</td>
<td>Empirical Techniques for Industry Analysis</td>
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</tr>
</tbody>
</table>

The Second Major in Entrepreneurship

Total units required: 12

Entrepreneurship Core: 6 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MGT 421</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGT 424</td>
<td>Business Planning for New Enterprises (The Hatchery)</td>
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</tr>
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</table>

Entrepreneurship Electives: Choose at least one course from two of the three following tracks for a total of 6 elective units.

- Industry Elective Choices:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>CSE 131</td>
<td>Computer Science I</td>
<td>3</td>
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<tr>
<td>Econ 335</td>
<td>Money and Banking</td>
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</tbody>
</table>
### The Second Major in Finance

**Total units required:** 15

**Finance Core:** 12 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 340</td>
<td>Capital Markets and Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 441</td>
<td>Investments</td>
<td>3</td>
</tr>
<tr>
<td>FIN 448</td>
<td>Advanced Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 451</td>
<td>Options, Futures and Derivative Securities</td>
<td>3</td>
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</table>

**Finance Elective Choices:** 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 400I</td>
<td>Mergers &amp; Acquisitions</td>
<td>1.5</td>
</tr>
<tr>
<td>FIN 400J</td>
<td>Advanced Valuation</td>
<td>1.5</td>
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<tr>
<td>B52</td>
<td>International Economics and Finance</td>
<td>3</td>
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<tr>
<td>FIN 428</td>
<td>Investments Praxis</td>
<td>3</td>
</tr>
<tr>
<td>FIN 443</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 447</td>
<td>Information, Intermediation and Financial Markets</td>
<td>3</td>
</tr>
<tr>
<td>FIN 470A</td>
<td>Research Methods in Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

### The Second Major in Health Care Management

**Total units required:** 15

**Health Care Management Core:** 12 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
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<tbody>
<tr>
<td>MGT 320</td>
<td>Olin Grand Rounds: The Business and Practice of Medicine</td>
<td>3</td>
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<tr>
<td>MGT 321</td>
<td>Health Economics and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 322</td>
<td>Health Care Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 420</td>
<td>Research in Health Care Management</td>
<td>3</td>
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</table>

**Health Care Management Elective Choices:** 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>AMCS 226</td>
<td>Sociological Approaches to American Health</td>
<td>3</td>
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<tr>
<td>AMCS 4135</td>
<td>Tobacco: History, Culture, Science, and Policy</td>
<td>3</td>
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<tr>
<td>Anthro 260</td>
<td>Topics in Health and Community</td>
<td>1</td>
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<tr>
<td>Anthro 3283</td>
<td>Introduction to Global Health</td>
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</tr>
<tr>
<td>Anthro 3309</td>
<td>Anthropological Perspectives on Care</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3310</td>
<td>Health, Healing and Ethics: Introduction to Medical Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 333</td>
<td>Culture and Health</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3621</td>
<td>Anthropology of Human Birth</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3626</td>
<td>Adventures in Nosology: The Nature and Meaning of Disease</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3875</td>
<td>Pharmaceutical Personhood</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 4134</td>
<td>The AIDS Epidemic: Inequalities, Ethnography and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 4883</td>
<td>The Political Economy of Health</td>
<td>3</td>
</tr>
<tr>
<td>Biol 2010</td>
<td>The Science of Biotechnology</td>
<td>3</td>
</tr>
<tr>
<td>Biol 224</td>
<td>Infectious Diseases: Past, Present and Future</td>
<td>2</td>
</tr>
<tr>
<td>Biol 3183</td>
<td>History of Genetics in the 20th Century</td>
<td>3</td>
</tr>
<tr>
<td>Biol 348</td>
<td>Emerging Infectious Diseases</td>
<td>2</td>
</tr>
</tbody>
</table>
# The Second Major in Leadership and Strategic Management

**Total units required:** 15

### Leadership Core Requirement: 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>OB 360</td>
<td>Organization Behavior Within the Firm</td>
<td>3</td>
</tr>
</tbody>
</table>

### Leadership Electives: 12 units

- Leadership Group A Elective Choices: (choose at least 3 units from Group A)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 450V</td>
<td>Defining Moments: Lessons in Leadership &amp; Character From the Top</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 400C</td>
<td>Women in Leadership</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 400D</td>
<td>Thinking Creatively and Leading Creative Teams</td>
<td>1.5</td>
</tr>
</tbody>
</table>

- Leadership Group B Elective Choices: (choose at least 3 units from Group B)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>OB 461</td>
<td>Negotiation</td>
<td>3</td>
</tr>
<tr>
<td>OB 462</td>
<td>Leadership in Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

# The Second Major in Marketing

**Total units required:** 15

### Marketing Core: 6 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

### Marketing Electives: 9 units

- Group A Elective Choices: (at least 6 units from Group A required)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 377</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400G</td>
<td>Digital Marketing and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 470E</td>
<td>Pricing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MKT 478</td>
<td>New Product Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 480</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

- Group B Elective Choices:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 400E</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 450F</td>
<td>Luxury Goods and a Dash of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477S</td>
<td>International Marketing Sydney</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477L</td>
<td>International Marketing London</td>
<td>3</td>
</tr>
<tr>
<td>MKT 481</td>
<td>Integrated Marketing Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

# The Second Major in Operations and Supply Chain Management

**Total units required:** 15

### OSCM Core: 6 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>QBA 200A</td>
<td>Analytics and Modelling for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 356</td>
<td>Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### OSCM Electives: 9 units minimum with at least 6 units from Group A

- Group A Elective Choices: (at least 6 units required)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSCM 400C</td>
<td>Analytics for Operational Excellence</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 400D</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 458</td>
<td>Operations Planning and Control</td>
<td>3</td>
</tr>
</tbody>
</table>

- Group B Elective Choices:
Minors

Minors for Non-BSBA Degree Candidates

Non-BSBA degree students are eligible to pursue a minor in one of the specific fields of business listed below:

- Accounting (p. 19)
- Business Economics (p. 19)
- Business of Entertainment (p. 19)*
- Business of Sports (p. 20)*
- Entrepreneurship (p. 20)
- Finance (p. 20)
- General Business (p. 20)
- Health Care Management (p. 21)
- International Business (p. 21)*
- Leadership (p. 21)
- Marketing (p. 21)
- Operations and Supply Chain Management (p. 22)
- Strategy (p. 22)

*Any undergraduate day division student (which includes BSBA students) can earn the business of sports, business of entertainment, or the international business minor as part of their undergraduate degree.

Prerequisites for the Business Minor:

The following prerequisites are required for all minors:

- Math 132 Calculus II
- Math 2200 Elementary Probability and Statistics
- Math 3200 Elementary to Intermediate Statistics and Data Analysis
- or ESE 326 Probability and Statistics for Engineering
- or Pol Sci 363 Quantitative Political Methodology
- or QBA 120 Managerial Statistics

Econ 1011 Introduction to Microeconomics or MEC 290 Microeconomics**

QBA 121 is also a prerequisite for minors in marketing, finance, and general business.

ACCT 2610 is a prerequisite for the OSCM minor.

*AP Credit for Math 2200 will satisfy this prerequisite. This exemption applies only to non-BSBA students earning a business minor.

**Minors in managerial economics, business of entertainment, general business, and strategy minors must take MEC 290 as Econ 1011 is not a prerequisite for the core course requirements for any of these minors.

Engineering students who have taken ESE 326 and are minoring in finance will not be required to take QBA 120 or QBA 121.

The Minor in Accounting

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2620</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 3610</td>
<td>Intermediate Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Theory I</td>
<td></td>
</tr>
</tbody>
</table>

Plus two chosen from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 3620</td>
<td>Intermediate Financial Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 400L</td>
<td>Ethical Decision Making in Accounting</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 464</td>
<td>Auditing</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 467</td>
<td>Income Tax Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 4680</td>
<td>Advanced Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Problems</td>
<td></td>
</tr>
</tbody>
</table>

The Minor in Business Economics

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEC 290</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
<td>3</td>
</tr>
<tr>
<td>MEC 400K</td>
<td>Research Analysis in Industry</td>
<td>3</td>
</tr>
<tr>
<td>MEC 470</td>
<td>Market Competition and Value</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Appropriation</td>
<td></td>
</tr>
<tr>
<td>MEC 471</td>
<td>Empirical Techniques for Industry</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Analysis</td>
<td></td>
</tr>
</tbody>
</table>

The Minor in the Business of Entertainment

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEC 290</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MEC 460</td>
<td>Economics of Entertainment</td>
<td>3</td>
</tr>
</tbody>
</table>
MKT 370  Principles of Marketing  3

Entertainment Group A Electives: (at least 3 units from Group A)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMCS 3490</td>
<td>Media Cultures</td>
<td>3</td>
</tr>
<tr>
<td>Film 220</td>
<td>Introduction to Film Studies</td>
<td>3</td>
</tr>
<tr>
<td>Film 423</td>
<td>Histories of Media Convergence</td>
<td>3</td>
</tr>
</tbody>
</table>

Entertainment Group B Electives: (at least 3 units from Group B)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 448</td>
<td>Advanced Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MEC 471</td>
<td>Empirical Techniques for Industry Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MGT 301</td>
<td>Legal Environment of Business Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Non-BSBA students must take a minimum of 12 Olin units to earn the entertainment minor.

BSBA students minoring in the business of entertainment:

- may not double count more than one course (3 units) toward their business major.
- must take QBA 120 since AP credit for Math 2200 is not a substitute for QBA 120.

The Minor in Entrepreneurship

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MGT 100</td>
<td>Individual in a Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 301</td>
<td>Legal Environment of Business Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 421</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGT 424</td>
<td>Business Planning for New Enterprises (The Hatchery)</td>
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</tr>
</tbody>
</table>

The Minor in Finance

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>FIN 340</td>
<td>Capital Markets and Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 441</td>
<td>Investments</td>
<td>3</td>
</tr>
<tr>
<td>FIN 448</td>
<td>Advanced Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>Plus a 3-credit Finance elective</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

The Minor in General Business

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MGT 380</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose three courses from the following options:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 340</td>
<td>Capital Markets and Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 356</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 360</td>
<td>Organization Behavior Within the Firm</td>
<td>3</td>
</tr>
</tbody>
</table>
### The Minor in Health Care Management

**Total units required:** 15

**Required courses:** Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 100</td>
<td>Individual in a Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 320</td>
<td>Olin Grand Rounds: The Business and Practice of Medicine</td>
<td>3</td>
</tr>
<tr>
<td>MGT 321</td>
<td>Health Economics and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 322</td>
<td>Health Care Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 420</td>
<td>Research in Health Care Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### The Minor in International Business

**Total units required:** 15

**Required courses:** Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 100</td>
<td>Individual in a Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 308</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
</tbody>
</table>

A study abroad experience must be completed for this minor.

Choose 9 units from the following:

**International Business Group A course choices:** at least 3 units from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>B52 FIN 420</td>
<td>International Economics and Finance</td>
<td>3</td>
</tr>
<tr>
<td>INTL 320</td>
<td>Business, Innovation and Entrepreneurship in Israel</td>
<td>3</td>
</tr>
<tr>
<td>MGT 200B</td>
<td>Global Perspectives</td>
<td>3</td>
</tr>
<tr>
<td>MGT 400S</td>
<td>International Business Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 405S</td>
<td>International Business Environment - Sydney</td>
<td>3</td>
</tr>
</tbody>
</table>

### The Minor in Leadership

**Total units required:** 15

**Required courses:** Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 100</td>
<td>Individual in a Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>OB 360</td>
<td>Organization Behavior Within the Firm</td>
<td>3</td>
</tr>
<tr>
<td>OB 461</td>
<td>Negotiation</td>
<td>3</td>
</tr>
<tr>
<td>OB 462</td>
<td>Leadership in Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

Plus 3 units from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 201</td>
<td>Management Communication</td>
<td>3</td>
</tr>
<tr>
<td>MGT 450V</td>
<td>Defining Moments: Lessons in Leadership &amp; Character From the Top</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 400C</td>
<td>Women in Leadership</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 400D</td>
<td>Thinking Creatively and Leading Creative Teams</td>
<td>1.5</td>
</tr>
</tbody>
</table>

### The Minor in Marketing

**Total units required:** 15

**Required courses:** Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

Plus three courses chosen from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 377</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400E</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400G</td>
<td>Digital Marketing and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 470E</td>
<td>Pricing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477</td>
<td>International Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

or MKT 477S | International Marketing Sydney                                      | 3     |

or MKT 477L | International Marketing London                                       | 3     |
MKT 478  New Product Management  3
MKT 480  Marketing Strategy  3
MKT 481  Integrated Marketing Communication  3

The Minor in Operations and Supply Chain Management

Total units required: 15

Required courses: Five courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>QBA 121</td>
<td>Managerial Statistics II</td>
<td>3</td>
</tr>
<tr>
<td>QBA 200A</td>
<td>Analytics and Modelling for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 356</td>
<td>Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

OSCM Electives: at least two courses from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSCM 400C</td>
<td>Analytics for Operational Excellence</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 400D</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 458</td>
<td>Operations Planning and Control</td>
<td>3</td>
</tr>
</tbody>
</table>

The Minor in Strategy

Total units required: 15

Required courses: Two courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 100</td>
<td>Individual in a Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 380</td>
<td>Business Strategy</td>
<td>3</td>
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Strategy Electives: Three courses including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 450R</td>
<td>Business &amp; Government: Understanding and Influencing the Regulatory Environment</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 460G</td>
<td>Critical Thinking and Complex Problem Solving for Business</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 460H</td>
<td>Corporate and Global Strategy</td>
<td>3</td>
</tr>
<tr>
<td>OB 462</td>
<td>Leadership in Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

Fulfilling the Business Minor

All non-BSBA students pursuing any business minor must:

- declare their minor online through WebSTAC no later than the end of their sixth semester;
- satisfy all prerequisites. It is preferred that prerequisites be completed at Washington University. Courses taken in University College or at another university do not satisfy any of the five required courses;
- take all 15 units of required courses at Olin Business School. Students may take one minor course through an approved study abroad program for each minor. Two courses can be taken at an Olin Study Abroad Program for the international business minor;
- take all 15 units of required courses for grades, i.e., no pass/fail;
- achieve no less than a 2.0 GPA average in all business minor course work;
- receive permission from their academic adviser and the Olin Business School to declare a second business minor.
- 15 additional units would be required to earn two business minors, as double counting is not allowed.

Courses

Courses include:

- B50 ACCT (Accounting) (p. 22)
- B52, B62 FIN (Finance) (p. 23)
- B56 HRM (Human Resources Management) (p. 25)
- B99 INTL (International Business) (p. 25)
- B53 MGT (Management) (p. 26)
- B54 MEC (Managerial Economics) (p. 30)
- B55 MKT (Marketing) (p. 32)
- B58 OSCM (Operations and Supply Chain Management) (p. 33)
- B66 OB (Organizational Behavior) (p. 34)
- B59 QBA (Quantitative Business Analysis) (p. 34)

Accounting


B50 ACCT 2610 Principles of Financial Accounting

Provides an overview of the financial accounting reporting process, with a primary focus on the analysis of economic events and their effect on the major financial statements (balance sheet, income statement and statement of cash flows). Prerequisite: second semester freshman standing. Credit 3 units.

B50 ACCT 2620 Principles of Managerial Accounting

Emphasis on the accumulation and analysis of data for internal decision makers. Introduces the vocabulary and mechanics of managerial accounting and accounting techniques used by internal managers in planning, directing, controlling and decision-making activities within their organizations. Prerequisite: ACCT 2610. Credit 3 units.

B50 ACCT 3610 Intermediate Financial Accounting Theory I

The first of a two-course sequence in corporate financial reporting. Examines the environment of financial accounting, the standards-setting process and the conceptual framework that underlies financial accounting in the United States. Topics:
review accounting basics, events and transactions that impact financial statements, comprehension of corporate financial reports, and examination of political and economic factors influencing accounting policy. Prerequisite: ACCT 2610. Credit 3 units.

B50 ACCT 3620 Intermediate Financial Accounting II
Continuation of ACCT 3610. Focus on the accounting and reporting of various stakeholders’ claims against the corporate entity. Claims of shareholders, long-term creditors, employees and governmental bodies are examined. An in-depth understanding of applicable generally accepted accounting principles is developed by examining the strengths and weaknesses of these principles and alternative accounting practices. Prerequisite: ACCT 3610. Credit 3 units.

B50 ACCT 400A Analysis of Financial Institutions & Financial Instruments
The main goal of the course is to give students an in-depth understanding of how financial reports provide unusually accurate and detailed (but not perfect) information about the risks and performance of firms in the financial services industries. These firms’ financial statements increasingly are based on fair value accounting, and their financial reports typically include extensive risk and estimation sensitivity disclosures. Both fair value accounting and risk and estimation sensitivity disclosures are necessary ingredients for financial reports to convey the risk and performance of financial services firms in today’s world of complex, structured, and risk-partitioning financial instruments and transactions. While financial services firms often apply fair value accounting and risk and estimation sensitivity disclosures imperfectly (or worse), careful joint analysis of the information they do provide invariably yields important clues about their risks and performance. Prerequisite: ACCT 501B. Credit 1.5 units.

B50 ACCT 400C Not-For-Profit Accounting
Students will gain an understanding of the unique facets of not-for-profit accounting, including understanding not-for-profit financial statements, differences in not-for-profit GAAP, and the IRS Form 990. Prerequisite: ACCT 2610. Credit 1.5 units.

B50 ACCT 400L Ethical Decision Making in Accounting
Accountants frequently find themselves working in environments ripe with ethical challenges. This course is designed to provide students with an understanding of various ethical theories and related frameworks for ethical decision making, with an emphasis on how these frameworks may be applied to situations frequently faced by accountants. The course will draw heavily upon actual cases faced by accountants, and also incorporate the current professional standards required for CPAs by the American Institute of Certified Public Accountants (AICPA) Code of Professional Conduct. Credit 1.5 units.

B50 ACCT 464 Auditing
This course deals with the professional service industry of auditing. The auditing industry provides the service of objectively obtaining, evaluating, and communicating evidence regarding managerial assertions about economic events. Specifically, auditing ascertains the degree of correspondence between managerial assertions and established criteria. The course is organized around the basic categories of: (1) the economic role of external corporate auditing in securities markets, (2) the composition of the firms in the auditing industry, (3) the regulatory environment of auditing, (4) litigation issues facing the accounting/auditing industry, and (5) the requirements for conducting audits. Topics included in the last area include a consideration of the scope and application of Generally Accepted Auditing Standards (GAAS) and the general technology of auditing which are some general auditing topics typically covered on the CPA exam. Grading is based on homework, a group-based project, and two exams. Prerequisite: ACCT 3620 for undergraduates. Credit 3 units.

B50 ACCT 466 Financial Statement Analysis
Designed to enhance students’ understanding of the process of evaluating financial statement information. Requires a basic familiarity with financial accounting and the assumptions underlying measurements reported in financial statements, an understanding of the economic and regulatory forces underlying corporate disclosure of financial statement information and their effects on financial statement information, and familiarity with data sources and analytical tools to extract and evaluate this data. Objectives are to develop familiarity with this type of analysis and to gain an appreciation for its limitations. Topics: profitability and risk analysis, credit risk models, forecasting and valuation. Prerequisite: ACCT 3610. Credit 3 units.

B50 ACCT 467 Income Tax Fundamentals
This course provides an introduction to federal income taxation with primary emphasis on the tax implications of business transactions. The objectives of the course are to develop a basic understanding of federal income tax laws and to provide a framework for integrating income tax planning into the decision-making process. The course is of value to all students who need to recognize the important tax consequences of many common business transactions and is not intended solely for accounting majors or those students interested in becoming tax specialists. Prerequisites: junior standing and ACCT 2610. Credit 3 units.

B50 ACCT 4680 Advanced Financial Accounting Problems
Examination of the nature and financial reporting aspects of various business transactions: corporate acquisitions, mergers and the formation of other strategic alliances. Topics: accounting for business combinations and consolidations, joint ventures and foreign currency translation, accounting and financial reporting issues facing government entities. Prerequisite: ACCT 3620. Credit 3 units.

Finance
Visit online course listings to view semester offerings for B52 FIN (https://courses.wustl.edu/CourseInfo.aspx?sch=B&dept=B52&crslvl=1.4). For B62 FIN (p. 25), please refer to the course listed below.
B52 FIN 340 Capital Markets and Financial Management
Students will learn how the decisions of a company affect shareholder value and what decisions can increase it. To understand the perspectives of shareholders, we will study basic principles of investing: time value of money, valuation of debt and equity securities, discounted cash flow as a foundation for stock prices, the impact of diversification and leverage on portfolio risk, the relationship between risk and expected return in securities markets, and capital market efficiency. We will use these principles to analyze capital investment decisions by estimating cash flows and discounting them at the appropriate cost of capital. We will also study how shareholder value is affected by a firm’s financing decisions, such as the choice of using debt or equity capital. Prerequisites: Math 132, ACCT 2610, MEC 290 or Econ 1011, QBA 120 and completion or concurrent enrollment in QBA 121. Credit 3 units. EN: S

B52 FIN 343 Personal Finance
Examines issues underlying decision making regarding personal investments. Topics: present value concepts, financial markets and instruments, portfolio theory, bond and equity valuations, mutual funds, mortgages, taxes, and personal financial planning. BSBA students may enroll in this course but it will not count toward their degree nor toward their Washington University GPA. Prerequisite: junior standing. Credit 3 units.

B52 FIN 400I Mergers & Acquisitions
This course focuses on identifying ways to increase firm value through mergers and acquisitions (M&A) and corporate restructurings. We survey the drivers of success (and failure) in M&A transactions and develop skills in the design and evaluation of such transactions. Specific topics that we address in the course are the valuation of companies, the motivations underlying mergers, structuring of transactions, deal tactics and strategy, leveraged buyouts, corporate restructuring through divestitures, spin-offs, carve-outs and acquisitions of private firms. We also delve into issues of law, accounting and tax and how they affect the outcome of M&A transactions. Why is M&A an important component of any corporate finance professional toolkit? It lays the foundation for effective work in a wide range of fields including corporate development, investment banking, consulting and strategy advising senior management. The presentations, class discussions, case analyses and readings help students master these important career skills. Prerequisites: FIN 340 and completion or concurrent enrollment in FIN 448. Credit 3 units.

B52 FIN 400J Advanced Valuation
This course covers advanced topics in valuation. Main topics covered will be the valuation of private firms and young businesses, and the valuation of financial services firms such as banks and insurance companies. The course applies both theory and practical valuation methods through the analysis of cases and real world examples. Prerequisite: FIN 448. Credit 1.5 units.

B52 FIN 420 International Economics and Finance
Analysis of a global financial center and the current financial crisis, its origins and how the global markets are affected. Initially, the course looks at the rise of London (Section 1) or the Asian Markets (Section 2) to become one of the world’s financial centers, outlining the historical developments and regulatory changes. Then, it focuses in more details on the role of the government in setting policy which affects financial services domestically and internationally. The course continues to look at specific functional areas — hedge funds, private equity, structures products, liquidity and central banks. The module discusses in different sessions the current financial crises and what role different financial institutions and products played in its development. Prerequisite: admission to either the London Internship Program or the Asia Pacific Internship Program. Credit 3 units.

B52 FIN 428 Investments Praxis
Students serve as managers of a portfolio, the Investment Praxis Fund, which is owned by the university. Students analyze investment opportunities in various industries and present recommendations to the class for possible purchases or sales of stocks, consistent with the style and objectives of the fund. Valuation tools, financial statement analysis and investment techniques are emphasized as part of a thorough analysis. The course focus is on developing and implementing investment ideas. Prerequisite: FIN 448. Credit 3 units.

B52 FIN 441 Investments
Introduces the theory and practice of investments from the point of view of an investment/portfolio manager. We will begin with a review of asset classes, financial history, and preferences for risk. Next, we will have a brief review of statistics and finance and we will review matrix algebra. We will then apply these tools to examine the trade-off between risk and return and to develop and implement Modern Portfolio Theory. The major topics covered will include the Capital Asset Pricing Model (CAPM), Markowitz optimization, performance evaluation, market efficiency, and Arbitrage Pricing Theory (APT). The last portion of the course will be devoted to fixed income securities including interest rates, bond valuation, and bond immunization. Prerequisites: FIN 340, Math 132, MEC 290 or Econ 1011, QBA 120 and completion or concurrent enrollment in QBA 121. Credit 3 units.

B52 FIN 443 International Finance
Provides a framework for making financial decisions in an international context. Topics include: relevant features of financial markets and instruments (such as foreign exchange, currency futures and options, swaps); exchange rates; corporate risk management; international investing and capital budgeting issues. Prerequisite: FIN 340. Credit 3 units.

B52 FIN 447 Information, Intermediation and Financial Markets
Examines the organization and function of financial markets from the corporate perspective with an emphasis on investment banking activities. Topics: design, issuance and trading of corporate securities, risk management and corporate control transactions. Develop familiarity with current practices while building a conceptual framework for understanding and anticipating change in the institutions that make up the financial markets. Prerequisites: FIN 340, QBA 120 and QBA 121. Credit 3 units.
B52 FIN 448 Advanced Financial Management
Advanced study of corporate financial management. A major focus is the relationship between the internal decisions of the corporation and the valuation of the firm in the capital market. Topics: capital budgeting systems, capital structure, debt policy, cash and working capital management, short- and long-term financial planning. Prerequisites: FIN 340 and QBA 121. Credit 3 units.

B52 FIN 451 Options, Futures and Derivative Securities
Examines the theory and practical application of derivative securities such as futures, options and swaps. Central to the theory of derivative security pricing is arbitrage and payoff replication. In practice, derivative securities provide a principal route to manage and, in particular, hedge financial risk. Futures, options and swaps on different types of underlying assets are examined with emphasis on pricing and application. Prerequisite: FIN 340. Credit 3 units.

B52 FIN 470A Research Methods in Finance
The course is designed to prepare students for independent research in finance by exploring methods and techniques in a manner that allows the students to implement them correctly and efficiently. The curriculum emphasizes practical applications of empirical methods used in financial research and how to implement them. Students in the course learn empirical methods in corporate finance and asset pricing; obtain basic knowledge and familiarity of the databases used in common finance research; get exposure to recent research in finance which applies the methods covered; and learn how to implement the methods covered using relevant programming languages. Prerequisites: FIN 340, QBA 120 and QBA 121. Credit 3 units.

B62 FIN 549H Special Topics: Real Estate Finance
This course provides a broad introduction to real estate finance and investments. Topics include both equity and debt. We begin with an overview of real estate markets in the United States. On the equity side students will be introduced to the fundamentals of real estate financial analysis, including pro forma analysis and cash flow models, and elements of mortgage financing and taxation. Ownership structures, including individual, corporate, partnerships and REITS will also be covered. On the debt side, we examine a number of financing tools in the context of the evolution of the secondary mortgage market, both residential and commercial. Those wishing to pursue more advanced topics in real estate finance could follow this course with Fixed Income and Mortgage-Backed Securities. Prerequisites: FIN 340 and approval of Graduate Programs Offices for undergraduates. Credit 1.5 units.

Human Resources Management

B56 HRM 325A Personnel/Human Resources Management
Emphasis on development of attitudes and skills of managers and supervisors in solving human problems and in building and maintaining effective employer-employee relations. Major topic areas include: selection and placement, training, and compensation. Other topics include legal aspects of employment policies, labor relations, and other aspects of human resources management. Prerequisite: junior standing. Credit 3 units.

International Business

B99 INTL 300A Planning for International Learning
The primary focus of this course is on preparation for the study abroad/internship experience. Topics include the following: What does a global firm look for in a globally competent recruit; development of goals and objectives for international experience; develop a working knowledge of host country key features such as businesses, culture and politics; overview of logistics for abroad, including timeline expectations, visa, housing, travel, contact with Olin, and registration for return semester; Career Services resources on how to use study abroad/internship to obtain a summer job/internship. Prerequisite: admission to one of Olin’s study abroad or international internship programs or permission of instructor. Credit 0.5 units.

B99 INTL 300B Applying International Experiences
Course focus is on strengthening student experiences while on a study abroad/internship experience. Topics include the following: minimalizing impact of culture shock and new academic programming though participation in on-site orientations; maximizing academic advising services while abroad; identifying opportunities to engage with the local culture; connecting students’ individual personal and professional goals while abroad; developing goals and objectives for international experience; What does a global firm look for in a globally competent recruit; development of goals and objectives for international experience; develop a working knowledge of host country key features such as businesses, culture and politics; overview of logistics for abroad, including timeline expectations, visa, housing, travel, contact with Olin, and registration for return semester; Career Services resources on how to use study abroad/internship to obtain a summer job/internship. Prerequisite: admission to one of Olin’s study abroad or international internship programs or permission of instructor. Credit 0.5 units.

B99 INTL 320 Business, Innovation and Entrepreneurship in Israel
Israel is an innovation and entrepreneurial hub with more listings on the NASDAQ than any country other than the U.S., more patents per capita and more entrepreneurial events occurring in Israel than in both the commercial and social arena than anywhere else in the world. Students learn about the Israeli economy, different industries, Israeli culture and politics along with the critical business challenges and opportunities that face Israel. This course includes a required immersion to Israel during spring break and contains an additional lab fee for the immersion. Credit 3 units. EN: S

B99 INTL 420 Business Research Internship
This is the capstone course for overseas internship programs where students learn to apply rigorous statistical and analytical approaches to research questions in business, but not limited to questions relating to marketing, management, finance and economics, operations and policy. Students identify a research topic and present this topic to faculty supervisors for approval. The goal is to capitalize on the practical knowledge gained while interning abroad and apply that to a research question in the
area in which a student is interning. Students are required to review the current literature on their topic, formulate their own research questions, identify potential data sources they can use to address these questions, and make recommendations to add to the body of knowledge on their chosen subject. Prerequisite: admission to one of Olin's International Internship Programs. Credit 3 units.

Management


B53 MGT 100 Individual in a Managerial Environment
An introduction to the foundations of business. The course covers four major themes: (1) how markets work; (2) motivating and managing people; (3) business strategy and firm performance; (4) ethics and corporate social responsibility. In the fall semester, MGT 100 is only open to incoming BSBA freshmen, and students must be concurrently enrolled in MGT 150A. Spring semester enrollments are open to any freshman and sophomore.
Credit 3 units. EN: S

B53 MGT 150A Foundations of Business
Provides first semester business students with an introduction to each of the functional areas of business as well as the entrepreneurial function. As they work to design their own enterprise, students will build skills in teamwork, communication, critical thinking, and an understanding of the complex interplay of business functions. Prerequisites: fall semester enrollment is only open to incoming business freshmen and students must be concurrently enrolled in MGT 100.
Credit 2 units.

B53 MGT 200A Business Fundamentals and Professional Competencies for Non-Business Students
This course is intended to help successfully position arts and sciences, engineering, and design majors for careers in organizations such as nonprofits, entrepreneurial ventures, and corporations, among others. Students learn key technical and professional skills that are valued and often required by employers. Topics addressed include working in teams, data-driven decision making, financial and business analysis, concepts for organizational strategy, professional communication, and career strategies. The course uses a combination of lectures, exercises, projects and cases to introduce participants to these topics. The class is designed for Washington University undergraduates in Arts & Sciences, Engineering, and Design and Visual Arts who are preparing for internships or jobs. Recommended for sophomores and juniors. Business students cannot receive credit.
Credit 3 units. EN: S

B53 MGT 200B Global Perspectives
We examine the economic, political, cultural and social bases of business in Cuba from a global perspective. These bases are explored to understand how business in Cuba is conducted and how it relates to the global economy. We examine these bases in their historical context, current changes in Cuba, and future prospects. Normalization of relations between the United States and Cuba will be studied in terms of its impact on business for United States and Cuban firms. An immersion experience covering the topics of the course occurs on a one-week trip to Cuba during spring break. Enrollment limited to 16. Prerequisites: MGT 100 or permission of instruction and application via sa.wustl.edu.
Credit 3 units.

B53 MGT 201 Management Communication
Managers who write and speak effectively excel in business leadership. Persuasive and authentic communication is not only useful in advancing a business career; business employers also consider communication skills to be the most important attribute in people they hire. Effective communication involves more than mastering technical writing and presentation skills. Successful communicators use critical thinking to assess business scenarios and the audience who will hear or read a message; they craft communication in order to attain targeted results. This course gives students the opportunity to become more polished communicators as they work toward the following goals: applying rhetorical principles to management communication; using critical thinking to analyze the audience, the organizational environment and problems before choosing communication strategies; implementing principles of plain language and effective design; collaborating with colleagues to create effective group projects; representing a company or product in a "crisis communication" press conference. Priority for enrollment is given to BSBA students. CET (https://gephardtinstitute.wustl.edu/cec/olin-business-school) course.
Credit 3 units.

B53 MGT 301 Legal Environment of Business Management
Surveys the various areas of law that make up the legal environment of business. Develops a basic understanding of law as it relates to business, with traditional emphasis on private law and business transactions. This study of the micro law of business reviews the detailed substantive rules in the areas of contracts, sales, product liability, agency, corporations and partnership. In addition, a summary review of contemporary legal problems such as insider trading, discrimination in employment, sexual harassment and ethics may be discussed, if time permits. Case studies are analyzed in order to give the student an understanding of how various laws apply to actual situations.
Prerequisite: sophomore standing.
Credit 3 units.

B53 MGT 308 Introduction to International Business
Focus on the aspects of management of a business enterprise that are necessary to compete in the global marketplace. The course begins with a survey of the environmental context in which international companies operate (economic systems and cultural factors). This is followed by a review of International Trade Theory and Economics. This forms a basis for concentration in the second half of the course on strategies and structure for global operations. The course deals with the situations in Europe, Japan, Latin America and China through case studies and discussion of current topics and their relation to the fundamental aspects of global business management.
Prerequisite: junior standing or permission of Instructor.
Credit 3 units.
B53 MGT 320 Olin Grand Rounds: The Business and Practice of Medicine

Grand rounds in medical schools are a forum for presenting new and challenging clinical problems and cases. The goal of Olin Grand Rounds is to focus on the challenges and solutions facing the business of medicine. The course therefore provides an introduction to the current issues facing the health care sector that integrates management tools and clinical knowledge. The objective is to provide students new insights into how modern management tools can be combined with scientific and clinical knowledge to manage health care organizations more efficiently and practice medicine more effectively.
Credit 3 units. EN: S

B53 MGT 321 Health Economics and Policy

The basic tenets of health economics are covered. This course places a unique emphasis on incorporating materials from three broad source categories: textbook elements, "lay" press and media, and academic journal publications with the aim to foster application of rigorous, critical thought to media presentations of health care economics and policy issues.
Credit 3 units. EN: S

B53 MGT 322 Health Care Management

The goal of the course is to develop facility in applying basic tenets of general management to actual situations and dilemmas that might be faced by health care managers, consultants, financiers, investors, innovators or providers in the course of their work. Issues addressed include but are not limited to financial issues, management challenges and conduct of operations. The first phase covers the basic background on the structure and financing of the health care industry to include very brief reviews of critical topics such as insurance and government-provided health care. A few basic frameworks are then developed for students to apply to course topics moving forward, such as cost/benefit analysis and evaluation of risk. The remainder of the course involves critical analyses of health care cases involving varied subjects and management challenges. Sessions emphasize student-led discussions.
Credit 3 units. EN: S

B53 MGT 380 Business Strategy

The course adopts the perspective of the general manager — the individual charged with developing and implementing the long-term strategy of a business. The course develops basic tools and concepts in strategy formulation, including competitive advantage, value creation and capture, industry analysis, capability assessment, competitive positioning, and strategy implementation. The course is designed to develop students' skills in both analyzing observed strategies and in formulating and implementing new ones. Prerequisite: MEC 290.
Credit 3 units. EN: S

B53 MGT 400S International Business Environment

What is the relationship between the dominance of the financial interests centered in the City of London and the competitive performance of British industry? How does Britain reconcile an advanced capitalist economy alongside a traditional social and political structure? How great is the tension between domestic forces that seek closer economic and political integration with Europe and those pushing for greater engagement with Britain's former English-speaking colonies? Is British foreign policy driven more by economics than national security? This course addresses these and other important questions regarding British political economy by contextualising current issues within the wider evolution of the country's political, economic and social systems since 1945.
Credit 3 units. BU: IS

B53 MGT 401 Management Center Practicum

The Practicum allows students to work in four-person teams on consulting projects, applying insights from their course work to real-world business problems under faculty supervision. Each student is expected to spend a minimum of 150 hours during the semester on the project. Students' grades are based on the quality of the final written and oral reports at the conclusion of the project, as determined by the faculty supervisor. In addition, students receive payment of up to $1,200 depending on the quality of the work as viewed by the client. Prerequisite: Students must apply for Practicum projects. Students are notified when projects are available.
Credit 3 units.

B53 MGT 402 Ethical Issues in Managerial Decision Making

This course considers not only what ethical behavior means for a business entity, but how to: (i) balance competing ethical concerns against each other; and (ii) implement and sustain this balance across an organization. Readings and classwork zero in on the issues and situations most likely to put a manager in jail and the company in bankruptcy. Classes include Socratic discussion, simulations, analysis of video clips, and team tasks. The emphasis is on practical frameworks and tools managers can apply in the real world. Prerequisite: senior standing.
Credit 1.5 units.

B53 MGT 405A Asian Study Tour

Individual and team research, writing, presentation, and participation in Olin's Asian Study Tour. Includes required attendance and expected professional contributions to all corporate and government visits and briefings and other required individual and group activities. Prerequisite: admission to the Asia Pacific Internship Program.
Credit 1.5 units.

B53 MGT 405S International Business Environment - Sydney

The aim of this course is to internalize and develop multicultural competency applied within personal, organizational and business contexts. Reaching this goal includes developing personal awareness, understanding of important concepts and developing multicultural skills. The ability to recognize and overcome common pitfalls that prevent people from operating effectively within, and actually benefiting from, multicultural contexts will be explored. Prerequisite: admission to the Asia Pacific Internship Program.
Credit 3 units.

B53 MGT 418 International Business: A Euro Perspective

Examines the economic and institutional setting of Europe from a general business perspective. The economic and political structures of major countries are studied. The role of the European Economic Community examined as well as that of some major international organizations such as GATT and OECD. The primary emphasis is with countries of western Europe. Other topics: theory of customs, unions, monetary and economic integration, and multicountry policy integration. Opportunities for and problems of doing business in Europe examined from both an overall strategic perspective and from...
the perspective of the different functional areas. Prerequisite: admission to the London Internship Program.
Credit 3 units. BU: IS

B53 MGT 420 Research in Health Care Management
This is the capstone course for the Health Management major where students learn to apply rigorous statistical and analytical approaches to research questions in health services, but not limited to questions relating to management, finance and economics, operations and policy. Faculty identify several available research project options and present these options in class. The goal is to capitalize on the strength of the university medical school and affiliated medical centers, in addition to capitalizing on existing relationships between Olin and health care firms to identify the student research projects. Students also are encouraged to formulate their own research questions and to identify potential data sources they could use to address these questions, if they so desire. Students work in teams of 3-4, using the approach developed for the Practicum and Hatchery courses.
Credit 3 units.

B53 MGT 421 Introduction to Entrepreneurship
Through case studies, frequent guest speakers, and the professor's own experience, the real world of entrepreneurship will be brought into the classroom to provide a context for students to learn the fundamentals of founding, operating, and exiting a startup business. Students will learn new perspectives that will teach them to think like an entrepreneur. Those who are interested in the general study of entrepreneurship, those who want to be entrepreneurs, and those who would like to leverage entrepreneurial principles in other career paths are all good candidates for the course. This course can only be taken for a grade. Prerequisite: sophomore, junior, or senior standing in any school or college.
Credit 3 units. EN: S

B53 MGT 424 Business Planning for New Enterprises (The Hatchery)
In this course, students form teams to pursue their own or an outside entrepreneur's commercial or social venture. The first session will feature a "Team Formation" event where students and community members pitch their ideas and opportunities to the class. During the semester, the teams are supported and advised by the Instructor, Executive Coach, and Mentor(s) as they research and develop startup plans. Academic deliverables include two presentations to a panel of judges and a complete business plan for commercial ventures or sustainability plan for social ventures. The course is open to students from all disciplines and degree programs. Most of the work will be done outside the classroom with the support of the coaches, mentors, advisors and instructor. Classes will be held once per week for the first half of the semester. Workshops and rehearsals will be required in the second part of the term. Prerequisite: MGT 424 or instructor discretion for all undergraduates from all degree types. CET (https://gephardinstitute.wustl.edu/cec/olin-business-school) course.
Credit 3 units.

B53 MGT 440 Sports Management
This course examines business and management issues involved in the sports industry. This industry is very diverse, ranging from global sports events (such as the Olympic Games, World Cup Soccer, etc.) to major national competitions (such as the National Football League, Major League Baseball, etc.). Engaged in this industry are many different players, including franchises, governing leagues, sponsors, media, stadium owners, government, fans, and so forth. This course will take a practical look at the world of sports management and administration, with an eye on extracting key lessons for corporate management and administration.
Credit 1.5 units.

B53 MGT 450A Internship in Business
This is an online course designed to deepen the overall learning students gain from an internship. By completing structured assignments that relate to both the work completed during the internship and to elements of the broad-based Olin business curriculum, the value of the internship will be markedly increased — for both students and employers. Internship in Business is a 1.5-credit Pass/Fail course for Olin Business School undergraduates. The course, credit, and pass/fail grading are transcript notations, but the hours earned for MGT 450A do not count toward the 120 hours minimum needed for graduation. Students must submit application for approval to the Weston Career Center. Prerequisite: approval from Weston Career Center (WCC) prior to enrolling in this course.
Credit 1.5 units.

B53 MGT 450C Venture Consulting
Students who complete the course will gain a deep understanding of the issues of both operational management and investment management of startup firms. Students will learn of the fundamental strategies and tactics employed by private equity and venture capital firms as well as aid in the development of business strategies for the companies in which they invest. Additionally, students will learn how to take into account the macroeconomic, political, and cultural issues that affect startup businesses that are both operating internationally and raising capital internationally. Furthermore, students will learn of the subtleties in the complex relationship between the investment firm and the entrepreneur and will understand both their shared and disparate motivations and objectives. Students who complete the course will develop competency in the research and writing of professional consulting reports and will gain a more sophisticated understanding of both venture capital and entrepreneurship management and strategy. Students will better understand the interpersonal dynamics between the relevant stakeholders, will become proficient in the terminology of private equity investing, and will learn how to create structure to unstructured problems thus improving their ability for critical thinking. Participants will be given the opportunity to apply their efforts beyond their basic functional business skills, and toward issues of relationship management and strategy. Prerequisite: MGT 421.
Credit 3 units. EN: S

B53 MGT 450D Honors Thesis I: Research and Analysis
The Olin BSBA Honors Thesis challenges motivated students to move beyond traditional course work and apply critical thinking skills to an academic business thesis. Senior BSBA degree students in good standing with a cumulative grade point average of 3.70 or higher have the opportunity to develop an intensive research project, which extends far beyond the limits of the material in a single course during a single semester. In the two-semester honors thesis sequence, research and analysis are the foci of the first semester and, upon successful progress, the student writes, presents and defends the research in the
customers, suppliers, employees, and the communities in which they operate. The supremacy of shareholders among these constituencies has led some groups to fear that they will be exploited when shareholders' interests conflict with their own. In this course, we will examine different perspectives on the role of corporate self-interest, changing social values, NGOs, and government regulation in addressing this apparent conflict. In particular, the course examines how pro-social business practices affect the relationships between for-profit corporations and customers, employees, suppliers, investors, regulators, and non-governmental organizations. We explore how these practices can be integrated into a firm's operating strategy, and how they can be employed to enhance a firm's competitive position. Prerequisites: MGT 100 and MEC 290 or permission of instructor. Credit 1.5 units.

B53 MGT 450V Defining Moments: Lessons in Leadership & Character From the Top
Most successful leaders can point to a handful of "defining moments" in their careers — key choice points that defined the trajectory of their character, their career, and/or their company. How can aspiring business leaders prepare themselves to face these defining moments with insight and integrity? How do leaders achieve business performance without sacrificing character or integrity? This course examines these questions by learning from notable leaders who exemplify both business excellence and personal character. Top executives from leading companies will sit down with us to talk about their "defining moments" and to engage with us in considering these questions. These conversations will be supplemented with contemporary cases and readings on leadership and character. Prerequisites: senior status or juniors with permission of instructor. Credit 1.5 units.

B53 MGT 450X CEL Entrepreneurial Consulting Team
Early stage companies provide a unique environment for students to make a meaningful impact on the future trajectory of a growing organization. CELect is an experiential learning course that matches teams of Washington University students with St. Louis area start-up ventures to perform defined management consulting projects. In addition to the required day-long orientation and concluding sessions taught at the T-Rex incubator downtown, students will work directly with the professor and with their client company on a consistent, but variable, schedule depending on the needs over the course of the semester. In addition to being embedded on a project for an early stage company, students will have the opportunity to engage with other entrepreneurship support organizations such as local accelerators, venture capital firms, and incubators. Enrollment is limited. Prerequisite: Application required. Once accepted, students may not drop this class. Please note: There is a required orientation session that will be held on the second Friday of the graduate business semester. Credit 3 units.

B53 MGT 450Z European Study Tour
Individual and team research, writing, presentation and participation in Olin's European Study Tour (EST), including Mock Parliament. Includes required attendance and expected professional contributions to all EST corporate and government visits and briefings and other EST individual and group activities. Prerequisite: admission to one of Olin's European International Programs. Credit 1.5 units.
B53 MGT 460F Contemporary Issues in Sports Business
This course will involve a series of class sessions each organized around a particular sports management topic, and jointly taught by the instructor and a different guest speaker (or speakers) each week. Each session will include a mini-case or real-time business example facing the sports management professionals at that time. Overarching objective is to provide students with contemporary and experiential opportunities in the sports business industry. Prerequisite: MGT 450G. Credit 1.5 units.

B53 MGT 460G Critical Thinking and Complex Problem Solving for Business
The course introduces students to rigorous techniques for critical and strategic thinking, problem formulation and problem solving, advancing their ability to provide valuable advice to organizations and preparing them for management consulting company interviews by exploring methods to engage in case analysis, various cognitive biases that can emerge as a problem is being formulated and analyzed, such as the use of inappropriate analogies, confirmation bias, self-serving bias, conflation of correlation and causation, etc. Credit 1.5 units.

B53 MGT 460H Corporate and Global Strategy
Business-level strategy involves a firm’s choices regarding how to compete in a particular single industry or market. Corporate strategy, on the other hand, involves choices about which sets of different industries or markets to compete in, and how to do so. It also involves choices about which kinds of activities to undertake within the firm, and which to organize through contracts or alliances with other firms. Global strategy is a particular type of corporate strategy that involves choices about which geographic regions or national markets to compete in and how. Credit 3 units.

B53 MGT 460I Sports Business Analytics
This course introduces students to business analytics through sports-themed applications, academic research pertaining to sports topics, class readings, and guest lecturers from industry. Objectives for students include: 1) learning estimation and forecasting skills/trends used in sports; and 2) developing critical thinking skills necessary to assist managerial decision making to augment the performance of sports teams, leagues or companies. Prerequisite: MEC 290 or Econ 4011. Credit 1.5 units.

B53 MGT 460J Legal Issues in Sports
This course introduces the fundamentals of sports law. It teaches the basic tenets of a variety of legal disciplines through the lens of sport. It focuses on legal issues that have a direct relationship to sport with an emphasis on current legal sports issues in the news. In the tort arena, we will explore the potential liability of athletes for reckless violent actions toward their competitors, of sports teams and leagues for failing to adequately protect the health of participants (e.g., concussion lawsuits), of coaches, trainers and medical personnel at all levels for failing to properly train, monitor and assess athletes, of product manufacturers for injuries caused by defective sports equipment, and of teams for injuries to spectators, among other potential liabilities. Credit 1.5 units.

B53 MGT 460K Taylor Community Consulting
Students work in four-person teams on consulting projects, applying insights from their course work to real-world business problems under faculty supervision. Each student is expected to spend about 150 hours on the project. Grades are based on the quality of the final written and oral reports, as determined by the faculty supervisor. Students are paid a small gratuity, the amount, depending on the quality of the work. Students are only eligible to participate in one Taylor Course per semester, if selected. Prerequisite: Students must apply for Taylor projects. Students are notified when projects are available. Credit 3 units.

B53 MGT 460L Introduction to Social Entrepreneurship
The course is designed for students who are interested in how to create positive social change through market-based strategies. Social entrepreneurship refers to the practice of combining innovation, resourcefulness and opportunity to address critical social and environmental challenges. Social entrepreneurs focus on transforming systems and practices to enable human potential and to create sustainable systems change. We will learn how social entrepreneurs have responded to social challenges through creating companies. What are the strengths and weaknesses of this approach compared to “traditional” nonprofit management, activism and SR? Students will learn the basics of entrepreneurship, and focus on ways to understand and define a social problem and test various approaches to work with others on systems change. Students will learn to think like an entrepreneur, looking for opportunities and leverage, to create (social) value without many formal resources. This semester, selected students will also have the opportunity to work closely with community social entrepreneurs shortlisted from the Social Entrepreneurship and Innovation Competition, to write cases to make their business and impact models clearer and contribute to the knowledge-base of social entrepreneurship. Students may take either MGT 421 or this course. Credit 3 units.

B53 MGT 490 Honors Seminar I
The first of a two-course honors seminar. Students have the opportunity to investigate current issues in business using an interdisciplinary approach to their research. Seminar content varies from year to year. Prerequisites: senior standing and faculty invitation. Credit 3 units.

B53 MGT 491 Honors Seminar II
The second of a two-course honors seminar. Students have the opportunity to investigate current issues in business utilizing an interdisciplinary approach to their research. Seminar content varies from year to year. Prerequisite: MGT 490. Credit 3 units.

Managerial Economics

B54 MEC 290 Microeconomics
Provides a rigorous analysis of the behavior of consumers and firms in competitive and monopoly markets; oligopoly markets
are introduced. Consumer topics include preferences and utility, budget constraints, consumer optimal choice and demand curves. Firm topics include technology, cost minimization and profit maximization. The course concludes with price determination in monopoly and competitive markets, and an introduction to oligopoly and game theory. The focus of the course is on microeconomics as a decision making tool for consumers and managers. Prerequisite: Math 131. Credit 3 units. EN: S

**B54 MEC 292 Global Economy**
Introduces the fundamentals of international economic analysis. Provides an economic foundation to the analysis of business decisions and strategies in the global setting. Topics include: introduction to the global economy; comparative advantage as the basis for international trade and sources of comparative advantage; economies of scale and imperfect competition as the basis for international trade; tariffs and other instruments of trade policy; political, legal and institutional factors influencing international trade; balance of payments; exchange rates and the foreign exchange market; international capital flows; national competitive advantage and industrial policies; global economic competition and business strategy. Prerequisites: QBA 120; and MEC 290 or Econ 1011. Credit 3 units. EN: S

**B54 MEC 292S Global Economy - Australia**
Introduces the fundamentals of international economic analysis. Provides an economic foundation to the analysis of business decisions and strategies in the global setting. Topics include: introduction to the global economy; comparative advantage as the basis for international trade and sources of comparative advantage; economies of scale and imperfect competition as the basis for international trade; tariffs and other instruments of trade policy; political, legal, and institutional factors influencing international trade; balance of payments; exchange rates and the foreign exchange market; international capital flows; national competitive advantage and industrial policies; global economic competition and business strategy. Prerequisites: MEC 290 or Econ 1011, QBA 120 and admission to the Asia Pacific Internship Program. Credit 3 units.

**B54 MEC 370 Game Theory for Business**
Provides students with a methodological framework to analyze strategic business situations. Building on a background in microeconomics and statistics, this course includes such topics as the following: modeling strategic problems, games with sequential moves, games with simultaneous moves, strategies and the derivation of strategic forms, general classes of games, uncertainty and information, strategy and voting, auctions, bargaining. Prerequisite: MEC 290. Credit 3 units. EN: S

**B54 MEC 391 Economics of Human Resource Management**
Key to a firm's success is whether it can develop a firm organization and a human resource management system that reinforce the firm's strategic position. This course covers topics in managing work forces and organizations that are of fundamental importance to all managers, and teaches how organizational design and human resource policies interact with the firm's market strategy and production environment. We look at how management can motivate executive and employee performance, screen and attract appropriate workers, and improve the way information is processed and decisions are made within organizations. This course combines economic analysis with case discussions to address topics including hiring policy, turnover, training, variable pay, promotions, evaluation, job design, teams, worker empowerment, hierarchy, and organizational structure like centralization and decentralization. Prerequisite: MEC 290. Credit 3 units.

**B54 MEC 400K Research Analysis in Industry**
Research in Industry Analysis will build on the materials taught in MEC 370 (Game Theory) MEC 470 (Market Competition and Value Appropriate) and MEC 471 (Empirical Techniques in Industry Analysis), integrating them with methods of industry analysis used in practice and applying them to companies. Prerequisites: MEC 370, MEC 470 and MEC 471. Credit 3 units.

**B54 MEC 460 Economics of Entertainment**
This course focuses on the unusual economics of the entertainment industry and the associated management challenges. The sessions cover the basic economics of entertainment, then focus specifically on the music and movie industries, plus one other that varies from year to year. Classes consist of lecture and discussion, as well as speakers from the relevant industries. The primary student deliverable is a twenty minute documentary-style production in which student teams present findings of their research into specific industries within the broader industries studied in class, e.g., rock, classical or rap within music, blockbusters within music, etc. Prerequisite: MEC 290 or Econ 4011. Credit 3 units.

**B54 MEC 470 Market Competition and Value Appropriation**
Provides students with frameworks and capabilities for making intelligent decisions in evolving markets. Course begins with general game theory concepts, which form the basis for two main topics: models of competition in markets and value appropriation. Students learn the basic framework and apply it in the context of a detailed industry study. Specific topics may include firm interactions in stable and evolving market environments, industry life cycles, the evolution of new product markets, and strategic decision-making in developing markets. Prerequisite: MEC 370. Credit 3 units.

**B54 MEC 471 Empirical Techniques for Industry Analysis**
Students will learn how to use data to answer a wide variety of questions regarding the incentives and behavior that generate market activity. We emphasize inference about the strategic decisions of firms and consumers. Students are introduced to new statistical and econometric tools by examining the application of these tools to current research in economics. Among the topics considered are the empirical implications of: strategic bidding in auctions, price discrimination and dispersion, differences across products, and the internal organization of firms. Prerequisites: MEC 290, QBA 120 and QBA 121. Credit 3 units.
Marketing


B55 MKT 370 Principles of Marketing
Marketing is the window to the customer, making the function a critical component of any successful organization. Through a mixture of lectures, case discussions and classroom exercises, this course gives students an overview of the best theories and practices in marketing management today. Specific topics include: how to segment the customer base and choose target markets, how to create perceived value both from an economic and psychological perspective, how to differentiate a product or service from a competitor’s offering, how to build and maintain a strong brand, and how to employ different marketing tools such as advertising, pricing, product design, service and location. The class also provides students with some basic tools for evaluating the financial impact of marketing activities. Prerequisites: sophomore standing and MEC 290 or Econ 1011 or MGT 100. Credit 3 units. EN: S

B55 MKT 377 Consumer Behavior
Psychological, sociological and social psychological principles as they apply to consumer response to product offerings, media communications, personal influence and other environmental factors. Consumer buying behavior is analyzed from theoretical, empirical and applied perspectives. Current applications of concepts employed by marketers are discussed in the context of both consumer and industrial marketing situations. Prerequisite: MKT 370. Credit 3 units. EN: S

B55 MKT 378 Marketing Research
The four P’s of marketing are product, place, price and promotion. Using these decision variables, firms seek to maximize profits. Making these decisions requires market information. Marketing research is the process of actively collecting, assimilating, and analyzing market information to support management decision making. Teaches the nuts and bolts of market research. Prerequisites: MKT 370, QBA 120 and QBA 121 or concurrent enrollment in QBA 121. Credit 3 units.

B55 MKT 400E Sales Management
This course will provide students with a thorough understanding of the sales function in a managerial context as well as the process of selling from prospecting through solution selling and account maintenance. Specific topics addressed include sales force structure, salesperson selection, evaluation and compensation. Students will study sales technique, strategic selling, and key account management. Prerequisite: MKT 370. Credit 3 units.

B55 MKT 400F Brand Management
A brand is a promise, and this promise is often the most valuable asset of a firm. In this class, students will examine the creation and building of brand equity to create long-term profit for the firm. The class will examine what we know about brand management and brand theory from years of rigorous scientific research in the area. While learning the foundations of brand management, students will develop the skills needed to create a meaningful brand, position a brand, develop brand names and logos, promote a brand, leverage brand equity, extend a brand, and communicate brand meaning via traditional and social media. Students will learn some of the day-to-day skills performed by brand managers and interact with brand managers via guest speakers from top branding firms. Prerequisite: MKT 370 and either completion or concurrent enrollment in MKT 378. Credit 3 units.

B55 MKT 400G Digital Marketing and Analytics
The aim of this course is to provide a rigorous and comprehensive introduction to technology and methods of conducting marketing activities online and analyzing the data that inform and result from those activities. Prerequisite: MKT 370. Credit 3 units.

B55 MKT 450F Luxury Goods and a Dash of Fashion
This course focuses on the structure, strategies and business models of the global personal luxury apparel and accessory market. We study brands such as Burberry, Moncler, Louis Vuitton, Chanel and other industry leaders. The course is divided into two major segments. The first part is an on-campus 12-class segment which concludes with a final exam and a team report. The next segment is a spring break field trip to New York where we will visit the headquarters and showrooms of luxury brands and fashion retailers and meet with their executive leadership teams. Students will apply to take the course, and enrollment will be capped at 15 students. Applications will be due November 10, 2017. Application is online (http://sa.wustl.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10304). Contact instructor or BSBA Office for questions. Prerequisite: completion or concurrent enrollment in MKT 370 and instructor permission. Credit 3 units.

B55 MKT 465 Retail Management
Explores the fundamental factors that are critical to the success of most retailers; merchandising, store design and display, personal selling, advertising and promotion, pricing and location. A wide variety of retailers — department stores, specialty stores, wholesale clubs, direct marketers, franchisers, food retailers, discounters and others — are studied. Through case methodology, the role that managers play in problem solving and development of strategies are studied. Topics include: positioning for success; retailing organizations; retail economics; pricing strategy; and entrepreneurial retailing. Prerequisite: MKT 370. Credit 3 units.

B55 MKT 470E Pricing Strategies
This course equips students with the concepts, techniques, and latest thinking on assessing and formulating pricing strategies. Through lectures, in-class discussions, case studies, group project/presentations, and pricing simulation games, students learn to use the fundamental analytical tools, theories and conceptual frameworks to formulate proactive pricing strategies improving the firm’s profitability. Topics of discussion include incremental contribution analysis, EVC analysis, segmentation and price customization, competitive pricing strategy, pricing innovative products, price promotion, psychological/behavioral issues in pricing, dynamic pricing, pricing and market making...
on the internet, and pricing of digital products and services. Prerequisite: MKT 370. Credit 3 units.

B55 MKT 477 International Marketing
Addresses three fundamental decisions confronting a company whose operations extend beyond the domestic market: (1) choosing which foreign markets to penetrate; (2) determining the mode of market entry; and (3) devising the international marketing plan. Topics include: global marketing planning; environmental and cultural influences on international marketing decisions; organizational and control issues in international marketing decisions; global marketing intelligence; foreign risk and feasibility studies; and issues of ethics in other countries. Prerequisite: MKT 370. Credit 3 units. EN: S

B55 MKT 477L International Marketing London
Many companies, large & small, prepare a business environmental analysis for each country in which they do business. The analysis assesses the (consumer, industrial or organizational) demand in a particular country for merchandise like the company markets as well as the company's ability & willingness to supply that merchandise to that country. Students will prepare a marketing environmental analysis for some merchandise (either a new or existing service or product) of their choice from a company of their choice in London. Prerequisites: MKT 370 and admission to the London Internship Program. Credit 3 units.

B55 MKT 477S International Marketing Sydney
Many companies, large & small, prepare a business environmental analysis for each country in which they do business. The analysis assesses the (consumer, industrial or organizational) demand in a particular country for merchandise like the company markets as well as the company's ability & willingness to supply that merchandise to that country. Students will prepare a marketing environmental analysis for some merchandise (either a new or existing service or product) of their choice from a company of their choice in Australia. Prerequisites: MKT 370 and admission to the Asia Pacific Internship Program. Credit 3 units.

B55 MKT 478 New Product Management
In a rapidly changing business environment where product life cycles are shortening and competition is intensifying, creating new products has become the most significant and most risky activity within a firm. This course aims to develop an understanding of the "state of the art" strategies, processes and methods used in developing new products. This course focuses on key new product issues including generation and assessment of ideas, value creation in competitive markets, the impact of disruptive technologies on mainstream industries, the diffusion of innovative new products and services, business model innovation, marketing mix (4Ps') decisions for new products, concept and market testing, first mover dis/advantage, and expanding the product portfolio. This is a case-based course, where students participate in a dynamic and interactive group environment to develop the capacity to use the information learned to make informed new product decisions. Prerequisite: completion of concurrent enrollment in MKT 376. Credit 3 units.

B55 MKT 480 Marketing Strategy
Successful business plans are dependent on well-defined and carefully crafted marketing strategies. In this course, students explore the interconnections between business strategy and marketing strategy through a series of lectures, case discussions, and participation in an online marketing simulation exercise. The course also places heavy emphasis on the discussion of topical marketing issues faced by companies in the current environment. Students are required to read the relevant business press and bring real world issues into the class for brainstorming and interactive discussion. Through this process, students become astute observers of the strategic trends in marketing across a variety of industries. Prerequisite: MKT 370. Credit 3 units.

B55 MKT 481 Integrated Marketing Communication
This course focuses on an Integrated Marketing Communications (IMC) approach to advertising and other forms of commercial communications. The purpose is to provide future managers and practitioners with a foundation in communications theory, based on understanding the target's role in the demand chain for goods and services, as well as "hands on" experience in developing marketing communications plans. A practical understanding is provided of each of the range of marketing communications vehicles: consumer and business-to-business advertising, sales promotion/incentives, direct marketing, public relations, events and sponsorships, as well as online/interactive communications. Copy strategy, creative development, media planning, promotion strategy, and the evaluation of these programs are all addressed in this course. Industry experts will give guest lectures. We will have four companies in different industry sectors for which the class will develop marketing communications plans during the course. Prerequisite: MKT 370. Credit 3 units.

Operations and Supply Chain Management

B58 OSCM 356 Operations Management
Introduces a variety of common operations issues that are frequently dealt with in both manufacturing and service industries and that affect other functions of the business. Specific topics include: process design and control; quality; waiting line models; inventory systems; and supply chain management. Prerequisites: ACCT 2610, MEC 290 and completion of QBA 200A or concurrent enrollment in QBA 200A. Credit 3 units.

B58 OSCM 400C Analytics for Operational Excellence
This course provides advanced modeling and analytic tools to analyze operational processes, identify key drivers for business performance, and prescribe action plans to improve operational excellence. The emphasis is on modeling tools that are widely used in diverse industries and functional areas, including operations, finance and marketing. Applications include service capacity planning, advertising planning, revenue management, portfolio optimization, corporate risk management, environmental policy modeling, among others. Prerequisite: OSCM 356.
A supply chain is a network of all firms and relationships that get a product to market, including the original acquisition of raw materials, production of the item at a manufacturing facility, distribution to a retailer, sale of the finished item to the customer, and any installation, repair, or service activities that follow the sale. How to effectively manage the supply chain is a central issue for all levels of management, regardless of industry. More demanding customers, the Internet and digital technology, growing competitive pressures, and globalization create new opportunities and challenges on how supply chains should be configured and managed. Many innovations and new business models have emerged, arising from application of information technology and reconfiguration of the supply chain network. Prerequisite: OSCM 356. Credit 3 units.

Examines the concepts and techniques essential for effective operations planning and control in various manufacturing and service organizations. The course builds on the knowledge and skills acquired in core operations management and quantitative method courses, and covers key topics including inventory management, linear and nonlinear programming, aggregate planning, Markov chain models. The course introduces students to the major trade-offs and issues in operations planning and control, as well as important tools and techniques available for helping operations managers to make analysis and decisions. Prerequisite: OSCM 356. Credit 3 units.

Organizational Behavior

Provides a toolbox of skills that are necessary to be an effective team member and manager. Focuses on behavior at the individual, group, and organizational levels to provide a broad picture of management in organizations. Ongoing themes include motivation, team dynamics, organizational design, and corporate culture. Assignments, experiential exercises, and course materials are designed to build skills in team management, organization and communication that will be useful for other group assignments as well as work experiences. Prerequisites: MGT 100 or sophomore standing. Credit 3 units. EN: S

B66 OB 400D Thinking Creatively and Leading Creative Teams
This course is designed to help students understand and begin to master those skills. Prerequisite: OB 360. Credit 1.5 units.

B66 OB 462 Leadership in Organizations
This course is designed to fulfill three broad objectives for students. The first is to provide a useful overview of the primary leadership perspectives, focusing on how each framework links individual leadership to organizational outcomes. The second objective involves students in self-assessment of strengths and weaknesses in relation to the abilities and skills that are predictive of leadership effectiveness. Third, the course is designed to enable participants to articulate an effective strategic plan for individual leadership development. Course topics include perspectives on individual leadership effectiveness, leadership and motivation, developing subordinates, leading groups and teams, leading the resolution of conflict, and leading organizational change. Prerequisite: sophomore standing. Credit 3 units.

Quantitative Business Analysis

The first of a two-course sequence in business applications of statistics, focused on descriptive statistics, probability and distributions, inferential statistics, and linear regression. Approximately the first quarter of the course is about descriptive statistics and applications of covariance. The second quarter is devoted to probability: basic rules, conditional probabilities, Bayes' theorem, expected values, and probability distributions. This work is followed by an introduction to sampling distributions and inferential statistics. Confidence intervals and hypothesis
testing are introduced to make inferences about parameters. The last one-fourth of the course focuses on simple linear regression. Throughout the course, functions, data analysis, VBA, and solver features of Excel are introduced. Prerequisite: completion or concurrent enrollment in Math 132. Credit 3 units.

**B59 QBA 121 Managerial Statistics II**
The second of a two-course sequence in business applications of statistics, focused on forecasting. The course is devoted to the use of linear regression models in business, and ways to deal with problems of collinearity, outliers, non-linear relationships, and heteroscedasticity. Advanced topics, including time series regression and logistic models, are covered as time permits. There are quizzes and group projects in addition to a midterm and final. Prerequisites: QBA 120 or approved equivalent; Math 132; and MEC 290 or Econ 1011. Credit 3 units.

**B59 QBA 200A Analytics and Modelling for Business Decisions**
The primary goal of the course is to help students become effective problem solvers, smart consumers of data and, finally, intelligent business decision makers in various management situations. The course utilizes structured problem solving approaches heavily relying on data for defining the problem, uncovering useful relationships between critical variables and outcomes, defining measures for evaluating alternatives, modeling underlying conceptual relationships and constraining resources, and proposing via rigorous search process of exploration and exploitation “best fitting and robust” solutions for the given environment and its underlying uncertainties. Applications of those analytic tools will be illustrated using examples from various business functional areas, finance, marketing, operations, economics and strategy. Prerequisites: QBA 120 and completion or concurrent enrollment in QBA 121. Credit 3 units.