Olin Business School

About Olin Business School

At Washington University’s Olin Business School, students learn to look beyond the bottom line and make thoughtful decisions that benefit business and society. Our global-mindedness — coupled with a values-based, data-driven approach to decision making — prepares students to tackle the greatest challenges of our day and to change the world, for good.

As a leading research-oriented business school, Olin has a network of partners on campus, in the St. Louis community and around the world. Students are able to apply what they’ve learned in the classroom to real-world situations through experiential learning opportunities that include student consulting, internships, case competitions and study abroad programs, among others. Students also develop an entrepreneurial mindset that allows them to act nimbly and quickly in the constantly changing business landscape.

Olin is a welcoming community that allows for a deeper level of interaction, participation and program customization. Students can rely on support from faculty, staff and their peers while feeling accomplished in the rigorous course work.

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 Olin may choose to major in one or two professional fields in business as part of their degrees. Our BSBA students enroll in business courses during their first year, and 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

Students in the BSBA program are offered the option to focus their studies in a specific field of business. Although a business student is not required to declare a business major, almost all of 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 student as a second major option only.)
- Health Care Management
- Marketing
- Operations and Supply Chain Management
- Organization and Strategic Management

Specific requirements for each major can be found in the Majors for BSBA Degree Candidates (p. 12) 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 from outside of Olin. 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) appearing 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 of the requirements for both the BSBA degree and the minor. Required courses for a minor outside of the business school 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 the business of sports minor, business of entertainment minor, business of social impact 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 (p. 19) 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 must be 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**

**Bachelor of Science in Business and Computer Science**

The Bachelor of Science in Business and Computer Science degree program provides an integrated educational experience that involves both the Olin Business School and the McKelvey School of Engineering. The objectives of this program are to provide students with the fundamental knowledge and perspectives of computer science and business and to expose them to the unique opportunities created by combining these disciplines. As one of the only such joint programs in the country, the Bachelor of Science in Business and Computer Science features unique curricular and cocurricular elements that help to create a distinctive program.

Please visit the Bachelor of Science in Business and Computer Science page (http://bulletin.wustl.edu/undergrad/engineering/computerscience/bs-business-computer-science) of this Bulletin for more information.

**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 the 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 McKelvey School of Engineering, 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 the 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 during 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 67 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 McKelvey School of Engineering or the College of Arts & Sciences, up to 15 units of remaining undergraduate courses will apply toward the 67 units required for 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 67 units required for the MBA program. Visit the MBA Joint Degrees (http://www.olin.wustl.edu/EN-US/academic-programs/full-time-MBA/academics/joint-degrees/Pages/default.aspx) webpage for more information, including additional requirements for Arts & Sciences candidates.

To apply, contact the Graduate Programs Office in Knight Hall, Room 310, or email Olin Graduate Admissions (OlinGradAdmissions@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 Specialized Master's Programs (http://olin.wustl.edu/SMP) website 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) while 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 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 strongly preferred that students have completed Intermediate Financial Accounting before beginning the program.

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

**Master of Science in Business Analytics (MSA)**

The MSA program provides students with the tools needed to become analytics-driven business managers who are well prepared to guide firms in the emerging era of big data and data-driven decision-making. Washington University’s Olin Business School, McKelvey School of Engineering, and the College of Arts & Sciences have partnered to create a curriculum that will help students formulate and implement analytics-driven approaches to business. Tracks are available in customer analytics, fintech, healthcare, and the supply chain.

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. Applicants to the MSA program should have completed at least two courses in calculus (or equivalent course work) and one course in statistics.

Visit the MS in Business Analytics (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/ms-in-customer-analytics/Pages/default.aspx) website or email Olin Graduate Admissions (OlinGradAdmissions@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 the Wealth and Asset Management track (https://olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-finance/Pages/wealth-and-asset-management-curriculum.aspx) 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.

- The Global Master of Finance (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MSFDD/Pages/default.aspx) features combine the Olin MS in Finance degree with study at the campuses of 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 MSF program must have taken microeconomics, statistics and calculus.

Visit the MS in Finance (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-finance/Pages/default.aspx) website or email Olin Graduate Admissions (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 the 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 MS in Supply Chain Management (http://www.olin.wustl.edu/EN-US/academic-programs/specialized-masters-programs/MS-supply-chain-management/Pages/default.aspx) website or email Olin Graduate Admissions (OlinGradAdmissions@wustl.edu).

**Special Opportunities**

**Center for Experiential Learning**

The Center for Experiential Learning (CEL) is an educational center at Olin Business School. The CEL facilitates real-world experiential learning opportunities for students via live consulting engagements. Each year, the CEL oversees 100+ student-driven projects with more than 500 Washington University students under the auspices of dozens of expert advisers and faculty. The CEL’s partners include startups, nonprofits, multinational enterprises, and NGOs in St. Louis, across the country and around the globe. Visit the Center for Experiential Learning (http://www.olin.wustl.edu/cel/Pages/default.aspx) website for more information.

**Entrepreneurship**

Olin Business School fosters an entrepreneurial spirit in students, encouraging them to pioneer innovation that opens the door to positive, sustainable progress. The Hatchery, a business consulting course, is an example of this, as are the consulting services for entrepreneurs through Center for Experiential Learning programs including the Metrics Clinic, CELect entrepreneurial consulting, and Olin’s International Impact Initiative, which works with NGOs in developing markets around the globe. In addition, there are many universitywide resources, including the Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship. Learn more about entrepreneurship opportunities (http://www.olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/entrepreneurship.aspx) on the BSBA website.

**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 business 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 Business School's Undergraduate Student Handbook.

Students may apply a maximum of 6 units of independent study in business and 6 units from outside of Olin 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. Although 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 and seniors who have completed the core requirements 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.

**Study Abroad**

Upon graduation, students are working at some of the top institutions across the globe. This is why Olin has chosen to integrate meaningful, purposeful and impactful global experiences into its academics. Having an international experience signals to employers that our students are in possession of valuable traits such as adaptability, comfort in ambiguity, and global leadership. All students have the opportunity to study abroad, providing they meet the eligibility requirements.

Options include the following:

- **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 a full-time internship placement of approximately 10 to 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) are offered across the globe in Asia, Europe and South America. Students choose courses on offer at local universities or study centers in the areas of business, language and general studies. Some programs require intensive language courses, although most are taught in English.

A unique aspect of many of our semester programs are the **Academic Study Tours**. Academic Study Tours are a required academic component for several of our study abroad programs, and students earn business credit for this experience. These tours are 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. They also allow students the opportunity to explore the business and culture of the region in which they are studying. Information about programs that participate in the Academic Study Tours (https://olinwustl.campusgroups.com/bsbaglobal/academic-study-tours) is available on the Olin Global Programs website.

Olin also offers short-term and summer programs that last from two to eight weeks for 3 to 6 credits, including opportunities through the Center for Experiential Learning (https://olin.wustl.edu/EN-US/partners-resources/Center-for-Experiential-Learning/Pages/default.aspx) as well as the comparative consulting-type projects in Madrid and Sarajevo (https://sa.wustl.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10505) and the Israel Summer Business Academy (ISBA) (https://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/global-programs/israel-summer-business-academy/Pages/default.aspx).

Israel Summer Business Academy (ISBA)

Students may participate in the Israel Summer Business Academy (ISBA), which is administered by Washington University in St. Louis and 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 Israel Summer Business Academy (https://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/global-programs/israel-summer-business-academy/Pages/default.aspx) website.

Other Study Abroad Options

Students with second majors outside of business may consider study abroad programs sponsored by Overseas Programs (http://overseas.wustl.edu) in the College of Arts & Sciences to earn credit toward their non-business major.

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

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 a professor is voluntary and may begin as early as the first year. As a participant, 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 10 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 the Olin School Peer Ambassadors program, undergraduate business students who are familiar with the university and with the business school's programs and policies help incoming students make a smooth transition to the university by providing informal peer advising services throughout new students' first year at the university.

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 undergraduate and graduate students. Each student works one-on-one with a dedicated career coach throughout their time at Olin. In addition, students have access to industry specialists who provide insight and direction on specific industries. Other WCC career support includes workshops and professional development seminars, company information sessions, mock interviews, self-assessments, written and spoken communication coaching, résumé and cover letter writing and networking — in other words, all of the tools needed for an effective job search.

On-campus interviews take place in the Bauer Hall Interview Suite or the Danforth University Center throughout the academic year. Business students are encouraged to meet with the WCC's staff early in the school year to discuss their career and professional goals. For more information, visit the Weston Career Center website (http://olincareers.wustl.edu/EN-US/Pages/default.aspx), or contact the WCC by phone at 314-935-5950 or by 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=hamiltonb)
Robert Brookings Smith Distinguished Professor of Entrepreneurship
PhD, Stanford University

Ohad Kadan (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kadan)
H. Frederick Hagemann, Jr. Professor of Finance
PhD, Hebrew 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. Siteman 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)  
Hernreich Distinguished Professor of Economics  
PhD, Massachusetts Institute of Technology

P.B. (Seethu) Seetharaman (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=seethu)  
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)

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)

Xiumin Martin (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=xmartin)  
PhD, University of Missouri-Columbia  
(Accounting)

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=mbaccara)  
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  
(Organizational Behavior)

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)

Armando Gomes (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=gomes)  
PhD, Harvard University  
(Finance)

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PhD, Massachusetts Institute of Technology (Strategy)

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(Marketing)

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(Accounting)

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(Finance)

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(Accounting)

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(Finance)

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(Marketing)

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(Accounting)

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(Marketing)

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PhD, New York University
(Economics)

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PhD, London Business School
(Finance)

Ngoc-Khanh Tran (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=ntran)
PhD, Massachusetts Institute of Technology
(Finance)

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PhD, Northwestern University
(Operations and Manufacturing Management)

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Peter Boumgarden (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=boumgardenp)
PhD, Washington University
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Samuel S. Chun (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=schun)
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(Marketing)

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Patrick Rishe (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=prishe)
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PhD, Northwestern University
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**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 42 core professional units required, which are listed on the Degree Requirements (http://bulletin.wustl.edu/undergrad/business/requirements) page of this *Bulletin*, a BSBA degree candidate must complete at least 18 professional elective...
units. Students may apply these professional electives toward a specific professional major. Majors in the business curriculum are offered the 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. 13)
- Economics and Strategy (p. 13)
- Entrepreneurship (p. 13)
- Finance (p. 14)
- Financial Engineering (p. 14)*
- Health Care Management (p. 15)
- Marketing (p. 15)
- Operations and Supply Chain Management (p. 15)
- Organization and Strategic Management (p. 15)

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

Class of 2023 Degree Requirements:

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

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 Electives: 9 units

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

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

- Entrepreneurship Electives: 9 units (must select 3 units from each category)

Industry Elective Choices (at least 3 units required):

<table>
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<th>Units</th>
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<tbody>
<tr>
<td>CSE 131</td>
<td>Introduction to Computer Science</td>
<td>3</td>
</tr>
<tr>
<td>Econ 335</td>
<td>Money and Banking</td>
<td>3</td>
</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>
<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 380</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 440</td>
<td>Sports Management</td>
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</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
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</table>

Experiential Elective Choices (at least 3 units required):

<table>
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<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>B99 INTL 970</td>
<td>Entrepreneurship and Startups in Europe</td>
<td>3</td>
</tr>
<tr>
<td>MGT 200C</td>
<td>Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401</td>
<td>CEL Practicum</td>
<td>3</td>
</tr>
<tr>
<td>MGT 450X</td>
<td>CEL Entrepreneurial Consulting Team</td>
<td>3</td>
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<tr>
<td>MGT 460K</td>
<td>Taylor Community Consulting</td>
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<tr>
<td>MGT 460N</td>
<td>Laboratory for Defense and Corporate Cybersecurity Innovation</td>
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</tr>
<tr>
<td>MGT 471</td>
<td>Venture Consulting</td>
<td>3</td>
</tr>
</tbody>
</table>

Skills Elective Choices (at least 3 units required):


### The Major in Finance

**Total units required:** 12

- **Finance Core:** 9 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>CSE 204A</td>
<td>Web Development</td>
<td>3</td>
</tr>
<tr>
<td>CSE 330S</td>
<td>Rapid Prototype Development and Creative Programming</td>
<td>3</td>
</tr>
<tr>
<td>CSE 438S</td>
<td>Mobile Application Development</td>
<td>3</td>
</tr>
<tr>
<td>FIN 400L</td>
<td>Private Equity — Methods</td>
<td>1.5</td>
</tr>
<tr>
<td>FIN 400M</td>
<td>Private Equity — Practice</td>
<td>1.5</td>
</tr>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
<td>3</td>
</tr>
<tr>
<td>MEC 470</td>
<td>Market Competition and Value Appropriation</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 400E</td>
<td>Elements of Sales: Tools and Techniques</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 401</td>
<td>Business &amp; Marketing Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKT 478</td>
<td>New Product Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 461</td>
<td>Negotiation</td>
<td>3</td>
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- **Finance Electives:** 3 units

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>FIN 441</td>
<td>Investments</td>
<td>3</td>
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<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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</tbody>
</table>

### The Major in Financial Engineering

The financial engineering major is offered only as a second major option. Therefore, students in the BSBA program 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

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

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<td>CSE 240</td>
<td>Logic and Discrete Mathematics</td>
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<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>
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<tr>
<td>ESE 403</td>
<td>Operations Research</td>
<td>3</td>
</tr>
<tr>
<td>or ESE 415</td>
<td>Optimization</td>
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<tr>
<td>ESE 427</td>
<td>Financial Mathematics</td>
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- **Olin Professional Core Requirements:** 9 units

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

- **Olin Electives:** 6 units required

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<tr>
<td>B62 FIN 5000</td>
<td>Quantitative Risk Management</td>
<td>3</td>
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<tr>
<td>B62 FIN 537</td>
<td>Advanced Derivative Securities</td>
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<td>B62 FIN 539</td>
<td>Mathematical Finance</td>
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<tr>
<td>B62 FIN 551</td>
<td>Advanced Fixed Income and Credit Risk Modeling</td>
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<tr>
<td>B62 FIN 552</td>
<td>Fixed Income Derivatives</td>
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</table>
The Major in Health Care Management

Total units required: 15

- Health Care Management Core: 12 units

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<thead>
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<th>Code</th>
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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>
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<tr>
<td>MGT 322</td>
<td>Health Care Management</td>
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<tr>
<td>MGT 420</td>
<td>Research in Health Care Management</td>
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- Health Care Management Electives: 3 units

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<thead>
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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>
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<tr>
<td>Anthro 3283</td>
<td>Introduction to Global Health</td>
<td>3</td>
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<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>
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<td>Anthro 3626</td>
<td>Adventures in Nosology: The Nature and Meaning of Disease</td>
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<td>Anthro 3875</td>
<td>Pharmaceutical Personhood</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>Ampersand: The Science of Biotechnology</td>
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<tr>
<td>Biol 3183</td>
<td>History of Genetics in the 20th Century</td>
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<td>Biol 348</td>
<td>Emerging Infectious Diseases</td>
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<td>Phil 233F</td>
<td>Biomedical Ethics</td>
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<tr>
<td>Psych 305</td>
<td>Health Psychology</td>
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<tr>
<td>WGSS 310</td>
<td>From Hysteria to Hysterectomy: Women's Health Care in America</td>
<td>3</td>
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<tr>
<td>WGSS 316</td>
<td>Contemporary Women's Health</td>
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<tr>
<td>WGSS 343</td>
<td>Understanding the Evidence: Provocative Topics of Contemporary Women's Health and Reproduction</td>
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Group A Marketing Elective Choices (at least 6 units required):

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<th>Title</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 400L</td>
<td>Causal Inference</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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Group B Marketing Elective Choices:

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<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MKT 400E</td>
<td>Elements of Sales: Tools and Techniques</td>
<td>3</td>
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<td>MKT 400I</td>
<td>Business &amp; Marketing Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400M</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 450F</td>
<td>Luxury Goods and a Dash of Fashion</td>
<td>3</td>
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<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>or MKT 477S</td>
<td>International Marketing Sydney</td>
<td>3</td>
</tr>
<tr>
<td>or MKT 477L</td>
<td>International Marketing London</td>
<td>3</td>
</tr>
<tr>
<td>MKT 481</td>
<td>Advertising and Promotions</td>
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</table>

The Major in Operations and Supply Chain Management

Total units required: 12

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

<table>
<thead>
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<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>OSCM 400C</td>
<td>Analytics for Operational Excellence</td>
<td>3</td>
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<tr>
<td>OSCM 400D</td>
<td>Supply Chain Management</td>
<td>3</td>
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<tr>
<td>OSCM 458</td>
<td>Operations Analytics</td>
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- Group B OSCM Elective Choices:

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</thead>
<tbody>
<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>
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</tbody>
</table>

The Major in Organization and Strategic Management

Total units required: 12

- Organization & Strategic Management Group A Elective Choices (at least 3 units required):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 460H</td>
<td>Corporate and Global Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKT 478</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 480</td>
<td>Marketing Strategy</td>
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</table>
Second Majors for Non-BSBA Candidates

Students in other undergraduate divisions of the university may choose to complete a second major or a minor in a business discipline.

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 to 15 units of professional electives.

Core Business Requirements:

<table>
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<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
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</tr>
<tr>
<td>ACCT 2620</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
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</table>

Math 132 Calculus II 3
MGT 100 Individual in a Managerial Environment 3 or MGT 380 Business Strategy 3
MGT 450R Business & Government: Understanding and Influencing the Regulatory Environment 1.5
MEC 290 Microeconomics 3 or Econ 4011 Intermediate Microeconomic Theory 3
MEC 292 Global Economy 3 or Econ 1021 Introduction to Macroeconomics 3
DAT 120 Managerial Statistics I 3 or DAT 121 Managerial Statistics II 3
or Econ 413 Introduction to Econometrics 3
or Math 439 Linear Statistical Models 1.5 or Math 493 Probability 1.5

Total Units 24

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

Students may select a second major from the following disciplines:

- Accounting (p. 17)
- Economics and Strategy (p. 17)**
- Entrepreneurship (p. 17)
- Finance (p. 18)
- Health Care Management (p. 18)
- Marketing (p. 18)
- Operations and Supply Chain Management (p. 19)
- Organization and Strategic Management (p. 19)

Regulations:

1. Second majors are required to complete a minimum of 24 business units through Olin Business School.
2. All courses for any business major must be taken for a grade.
3. An overall 2.0 grade-point 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 only 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. Advanced Placement credit for Math 2200 will not serve as a substitute for the DAT 120 requirement. All second majors must complete DAT 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 who are majoring in finance will not be required to take DAT 120 or DAT 121, providing they successfully complete the online Lynda.com coursework on multiple regression.

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 Electives: 9 units

<table>
<thead>
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<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
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<tr>
<td>ACCT 400M</td>
<td>Ethical Decision Making in Accounting I</td>
<td>1.5</td>
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<tr>
<td>ACCT 464</td>
<td>Auditing</td>
<td>3</td>
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<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
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<tr>
<td>ACCT 467</td>
<td>Income Tax Fundamentals</td>
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<tr>
<td>ACCT 4680</td>
<td>Advanced Financial Accounting Problems</td>
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**The Second Major in Economics and Strategy**

**Total units required:** 12

- Economics and Strategy Core: 12 units

<table>
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<th>Units</th>
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<tbody>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
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<td>MEC 400K</td>
<td>Research Analysis in Industry</td>
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</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>
<td>3</td>
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</table>

**The Second Major in Entrepreneurship**

**Total units required:** 12

- Entrepreneurship Core: 6 units

<table>
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<th>Units</th>
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<tbody>
<tr>
<td>MGT 421 or MGT 460L</td>
<td>Introduction to Social 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: Choose at least one course from two of the following tracks for a total of 6 elective units:

**Industry Elective Choices:**

<table>
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<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>CSE 131</td>
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<tr>
<td>Econ 335</td>
<td>Money and Banking</td>
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<tr>
<td>FIN 340</td>
<td>Capital Markets and Financial Management</td>
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<tr>
<td>INTL 320</td>
<td>Business, Innovation and Entrepreneurship in Israel</td>
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<tr>
<td>MEC 460</td>
<td>Economics of Entertainment</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 380</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 440</td>
<td>Sports Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
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**Experiential Elective Choices:**

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<th>Units</th>
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<tbody>
<tr>
<td>B99 INTL 970</td>
<td>Entrepreneurship and Startups in Europe</td>
<td>3</td>
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<tr>
<td>MGT 200C</td>
<td>Venture Creation</td>
<td>3</td>
</tr>
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<td>MGT 401</td>
<td>CEL Practicum</td>
<td>3</td>
</tr>
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<td>MGT 450X</td>
<td>CEL Entrepreneurial Consulting Team</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460K</td>
<td>Taylor Community Consulting</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460N</td>
<td>Laboratory for Defense and Corporate Cybersecurity Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MGT 471</td>
<td>Venture Consulting</td>
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**Skills Elective Choices:**

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<tr>
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<tbody>
<tr>
<td>CSE 204A</td>
<td>Web Development</td>
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<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
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<tr>
<td>CSE 330S</td>
<td>Rapid Prototype Development and Creative Programming</td>
<td>3</td>
</tr>
<tr>
<td>CSE 438S</td>
<td>Mobile Application Development</td>
<td>3</td>
</tr>
<tr>
<td>FIN 400L</td>
<td>Private Equity — Methods</td>
<td>1.5</td>
</tr>
<tr>
<td>FIN 400M</td>
<td>Private Equity — Practice</td>
<td>1.5</td>
</tr>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
<td>3</td>
</tr>
<tr>
<td>MEC 470</td>
<td>Market Competition and Value Appropriation</td>
<td>3</td>
</tr>
</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>
</tr>
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</table>

- Finance Electives: 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>FIN 400I</td>
<td>Mergers &amp; Acquisitions</td>
<td>1.5</td>
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<tr>
<td>FIN 400J</td>
<td>Advanced Valuation</td>
<td>1.5</td>
</tr>
<tr>
<td>FIN 400L</td>
<td>Private Equity — Methods</td>
<td>1.5</td>
</tr>
<tr>
<td>FIN 400M</td>
<td>Private Equity — Practice</td>
<td>1.5</td>
</tr>
<tr>
<td>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 450F</td>
<td>Financial Technology: Methods and Practice</td>
<td>3</td>
</tr>
<tr>
<td>FIN 452</td>
<td>Advanced Derivative Securities</td>
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<tr>
<td>FIN 470A</td>
<td>Research Methods in Finance</td>
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</table>

### The Second Major in Health Care Management

**Total units required:** 15

- Health Care Management Core: 12 units

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<thead>
<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>
</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>
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</table>

- Health Care Management Electives: 3 units

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<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>
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<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>
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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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<tr>
<td>Anthro 3875</td>
<td>Pharmaceutical Personhood</td>
<td>3</td>
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<tr>
<td>Anthro 4883</td>
<td>The Political Economy of Health</td>
<td>3</td>
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<tr>
<td>Biol 2010</td>
<td>Ampersand: The Science of Biotechnology</td>
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<td>Biol 3183</td>
<td>History of Genetics in the 20th Century</td>
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<td>Biol 348</td>
<td>Emerging Infectious Diseases</td>
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<td>Phil 233F</td>
<td>Biomedical Ethics</td>
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<td>Psych 305</td>
<td>Health Psychology</td>
<td>3</td>
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<tr>
<td>WGSS 310</td>
<td>From Hysteria to Hysterectomy: Women's Health Care in America</td>
<td>3</td>
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<tr>
<td>WGSS 316</td>
<td>Contemporary Women's Health</td>
<td>3</td>
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<tr>
<td>WGSS 343</td>
<td>Understanding the Evidence: Provocative Topics of Contemporary Women's Health and Reproduction</td>
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</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>
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<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>
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</tbody>
</table>

- Marketing Electives: 9 units

**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>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 400L</td>
<td>Causal Inference</td>
<td>3</td>
</tr>
<tr>
<td>MKT 470E</td>
<td>Pricing Strategies</td>
<td>3</td>
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</tbody>
</table>
MKT 478  New Product Management  3  
MKT 480  Marketing Strategy  3  

**Group B Elective Choices:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>MKT 400E</td>
<td>Elements of Sales: Tools and Techniques</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400I</td>
<td>Business &amp; Marketing Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400M</td>
<td>Sports Marketing</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>
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<tr>
<td>MKT 477</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>or MKT 477S</td>
<td>International Marketing Sydney</td>
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<tr>
<td>or MKT 477L</td>
<td>International Marketing London</td>
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<tr>
<td>MKT 481</td>
<td>Advertising and Promotions</td>
<td>3</td>
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</table>

**The Second Major in Operations and Supply Chain Management**

Total units required: 15 units  
- OSCM Core: 6 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>DAT 200A</td>
<td>Analytics and Modelling for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 356</td>
<td>Operations Management</td>
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- OSCM Electives: 9 units minimum with at least 6 units from Group A

  **OSCM Group A Elective Choices (at least 6 units 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>
</tr>
<tr>
<td>OSCM 458</td>
<td>Operations Analytics</td>
<td>3</td>
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</tbody>
</table>

  **OSCM Group B 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>

**The Second Major in Organization and Strategic Management**

Total units required: 15  
- Organization and Strategic Management Core Requirement: 3 units

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

- Organization and Strategic Management Electives: 12 units

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

<table>
<thead>
<tr>
<th>Code</th>
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<th>Units</th>
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</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>
<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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</tbody>
</table>

  **Organization and Strategic Management Group B Elective Choices (at least 3 units required):**

<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 402</td>
<td>Ethical Issues in Managerial Decision Making</td>
<td>1.5</td>
</tr>
<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>
</tbody>
</table>

  **Organization and Strategic Management Group C Elective Choices (recommended for HR/HR consulting):**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM 325A</td>
<td>Personnel/Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>MEC 391</td>
<td>Economics of Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 400E</td>
<td>Talent Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 400F</td>
<td>People Metrics</td>
<td>1.5</td>
</tr>
</tbody>
</table>

**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. 20)  
- Business of Analytics (p. 20)*  
- Business of the Arts (p. 21)*  
- Business Economics (p. 21)
• Business of Entertainment (p. 21)*
• Business of Social Impact (p. 22)*
• Business of Sports (p. 22)*
• Entrepreneurship (p. 23)
• Finance (p. 23)
• General Business (p. 23)
• Health Care Management (p. 23)
• International Business (p. 23)*
• Marketing (p. 24)
• Operations and Supply Chain Management (p. 24)
• Organization and Strategic Management (p. 24)
• Strategy (p. 25)

* Any undergraduate day division student — including students in the BSBA programs — can earn the business of analytics minor, the business of the arts minor, the business of entertainment minor, the business of social impact minor, the business of sports minor, or the international business minor as part of their undergraduate degree.

For more information, please refer to Fulating the Business Minor (p. 25) below.

Prerequisites for the Business Minor:
The following prerequisites are required for most minors:
• Math 132 Calculus II
• Math 2200 Elementary Probability and Statistics
  or 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 DAT 120 Managerial Statistics I*
• Econ 1011 Introduction to Microeconomics or MEC 290 Microeconomics**
• DAT 121 is also a prerequisite for minors in finance and general business.
• ACCT 2610 is a prerequisite for the OSCM minor.

For the marketing minor, the prerequisites are as follows if the student selects MKT 470N for their core choice:
• Math 131 Calculus I
• Econ 1011 Introduction to Microeconomics or MEC 290 Microeconomics
• Math 2200 Elementary Probability and Statistics
  or 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 DAT 120 Managerial Statistics I*

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

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

Engineering students who have taken ESE 326 and who are minoring in finance will not be required to take DAT 120 or DAT 121, providing they successfully complete the online Lynda.com coursework on multiple regression.

The Minor in Accounting
Total units required: 15

• Required Courses:

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

Total Units: 9

• Accounting Electives (at least 6 units required):

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<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 3620</td>
<td>Intermediate Financial Accounting II</td>
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<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
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</tr>
<tr>
<td>ACCT 400M</td>
<td>Ethical Decision Making in Accounting I</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 400N</td>
<td>Ethical Decision Making in Accounting II</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 464</td>
<td>Auditing</td>
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<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
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<tr>
<td>ACCT 467</td>
<td>Income Tax Fundamentals</td>
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<tr>
<td>ACCT 4680</td>
<td>Advanced Financial Accounting Problems</td>
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The Minor in the Business of Analytics
Total units required: 15

• Required Courses:

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<tbody>
<tr>
<td>CSE 131</td>
<td>Introduction to Computer Science</td>
<td>3</td>
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<tr>
<td>MGT 560G</td>
<td>Database Design and SQL</td>
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</table>
OSCM 400C  Analytics for Operational Excellence  3
Total Units  7.5

- Business Analytics Group A Electives (at least 3 units required):

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<th>Code</th>
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<tr>
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<td>Research Methods in Finance</td>
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<td>MEC 471</td>
<td>Empirical Techniques for Industry Analysis</td>
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</tr>
<tr>
<td>MKT 400L</td>
<td>Causal Inference</td>
<td>3</td>
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</table>

- Business Analytics Group B Electives (at least 3 units required):

<table>
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<th>Code</th>
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<th>Units</th>
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<tbody>
<tr>
<td>FIN 450F</td>
<td>Financial Technology: Methods and Practice</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460I</td>
<td>Sports Business Analytics</td>
<td>1.5</td>
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<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
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<tr>
<td>MKT 500S</td>
<td>Predictive Analytics for Business Decisions-Making</td>
<td>3</td>
</tr>
<tr>
<td>MKT 500T</td>
<td>Customer Analytics Using Probability Models</td>
<td>3</td>
</tr>
<tr>
<td>OB 400E</td>
<td>Talent Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 400F</td>
<td>People Metrics</td>
<td>1.5</td>
</tr>
<tr>
<td>OSCM 458</td>
<td>Operations Analytics</td>
<td>3</td>
</tr>
<tr>
<td>OSCM XXX</td>
<td>PLACEHOLDER, INFO TO COME</td>
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The Minor in the Business of the Arts

Total units required: 15

- Required Courses:

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<th>Title</th>
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<tbody>
<tr>
<td>MGT 200A</td>
<td>Business Fundamentals for Non-Business Students*</td>
<td>3</td>
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<td>MGT 460O</td>
<td>Business of Arts</td>
<td>3</td>
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<tr>
<td>MGT XXX</td>
<td>PLACEHOLDER, INFO TO COME</td>
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</table>

Total Units  6

* Non-BSBA students may take MGT 100 in lieu of MGT 200A.

- Business of Arts Electives (at least 6 units required):

<table>
<thead>
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<th>Code</th>
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<th>Units</th>
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</thead>
<tbody>
<tr>
<td>FIN 343</td>
<td>Personal Finance</td>
<td>3</td>
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<tr>
<td>MEC 460</td>
<td>Economics of Entertainment</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>MKT 400E</td>
<td>Elements of Sales: Tools and Techniques</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
<td>3</td>
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</tbody>
</table>

MKT 400I  Business & Marketing Innovation  3
MKT 465   Retail Management                    3
MKT 481   Advertising and Promotions           3
OB 360    Organization Behavior Within the Firm | 3     |
OB 400D   Thinking Creatively and Leading Creative Teams  1.5

* Students can take either MGT 421 or MGT 460L.

Note: BSBA students can take either MGT 200A or FIN 343 for this minor.

The Minor in Business Economics

Total units required: 15

- Required Courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEC 290</td>
<td>Microeconomics</td>
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<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
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<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>
<td>3</td>
</tr>
</tbody>
</table>

Total Units  15

The Minor in the Business of Entertainment

Total units required: 15

- Required Courses:

<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>or Econ 4011</td>
<td>Intermediate Microeconomic Theory</td>
<td></td>
</tr>
<tr>
<td>MEC 460</td>
<td>Economics of Entertainment</td>
<td>3</td>
</tr>
<tr>
<td>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Units  9

- Entertainment Group A Electives (at least 3 units required):

<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 required):

<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>
</tbody>
</table>
MGT 301  Legal Environment of Business Management  3
MKT 378  Marketing Research  3
MKT 400F  Brand Management  3

Notes:

• Non-BSBA students must take a minimum of 12 units in the business school to earn the business of entertainment minor.
• BSBA students minoring in the business of entertainment may not double count more than one course (3 units) toward their business major. In addition, they must take DAT 120 since Advanced Placement credit for Math 2200 is not a substitute for DAT 120.

The Minor in the Business of Social Impact

Total units required: 15

• Required Courses:

<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>or MGT 380</td>
<td>Business Strategy</td>
<td></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>MGT 460M</td>
<td>Business of Social Impact</td>
<td>1.5</td>
</tr>
<tr>
<td>Total Units</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

• Business of Social Impact Group A Electives (at least 3 units required):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 401M</td>
<td>Sustainable Development and Conservation Through Entrepreneurial Collaboration: Madagascar</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401S</td>
<td>Small Business Initiative</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460K</td>
<td>Taylor Community Consulting</td>
<td>3</td>
</tr>
</tbody>
</table>

• Business of Social Impact Group B Electives (at least 3 units required):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 402</td>
<td>Ethical Issues in Managerial Decision Making</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 450R</td>
<td>Business &amp; Government: Understanding and Influencing the Regulatory Environment</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 460L</td>
<td>Introduction to Social Entrepreneurship</td>
<td>3</td>
</tr>
</tbody>
</table>

• Business of Social Impact Group C Electives (at least 3 units required):

The Minor in the Business of Sports

Total required units: 15

• Required Courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 440</td>
<td>Sports Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 450G</td>
<td>The Business of Sports</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460I</td>
<td>Sports Business Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400M</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Total Units</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

* Members of the classes of 2020 and 2021 can take either MGT 100 or MKT 400M. Members of the classes of 2022 and 2023 must take MKT 400M.

• Electives (at least 3 units required):

<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 460</td>
<td>Economics of Entertainment</td>
<td>3</td>
</tr>
<tr>
<td>MEC 471</td>
<td>Empirical Techniques for Industry Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460J</td>
<td>Legal Issues in Sports</td>
<td>1.5</td>
</tr>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>
The Minor in Entrepreneurship
Total units required: 15
• Required Courses:

<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>or MGT 460L</td>
<td>Introduction to Social Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>MGT 424</td>
<td>Business Planning for New Enterprises</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Units: 15

The Minor in Finance
Total units required: 15
• Required Courses:

<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>3</td>
<td></td>
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</tbody>
</table>

Total Units: 15

The Minor in General Business
Total units required: 15
• Required Courses:

<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>

Total Units: 6

Electives (at least 9 units required):

International Business Group A Electives (at least 3 units required):

<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>INTL 420</td>
<td>Business Research Internship</td>
<td>3</td>
</tr>
<tr>
<td>INTL XXX</td>
<td>PLACEHOLDER, INFO TO COME</td>
<td></td>
</tr>
<tr>
<td>MEC 292C</td>
<td>Global Economy — South America</td>
<td>3</td>
</tr>
<tr>
<td>MEC 292S</td>
<td>Global Economy — Australia</td>
<td>3</td>
</tr>
<tr>
<td>MGT 200B</td>
<td>Global Perspectives</td>
<td>3</td>
</tr>
<tr>
<td>MGT 200C</td>
<td>Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>MGT 400S</td>
<td>International Business Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 405A</td>
<td>Asian Study Tour</td>
<td>1.5</td>
</tr>
</tbody>
</table>
International Business Group B Electives:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 443</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>MEC 292</td>
<td>Global Economy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460H</td>
<td>Corporate and Global Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 477</td>
<td>International Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Notes:

- Students minoring in international business can take either MKT 477, MKT 477L or MKT 477S. In addition, they can take either MEC 292, MEC 292C or MEC 292S.
- BSBA students minoring in international business may take two courses through an Olin Study Abroad Program for the international business minor. They may not double count more than one course (3 units) toward their business major.

The Minor in Marketing

Total units required: 15

- Required Courses:

<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 470N</td>
<td>Applied Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>or MKT 378</td>
<td>Marketing Research</td>
<td></td>
</tr>
</tbody>
</table>

Total Units: 6

* The prerequisites for MKT 378 are MKT 370, Math 132, DAT 120 and completion or concurrent enrollment in DAT 121.

- Electives (9 units 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 400E</td>
<td>Elements of Sales: Tools and Techniques</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 400I</td>
<td>Business &amp; Marketing Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400L</td>
<td>Causal Inference</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400M</td>
<td>Sports Marketing</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 470E</td>
<td>Pricing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>or MKT 477S</td>
<td>International Marketing Sydney</td>
<td></td>
</tr>
<tr>
<td>or MKT 477L</td>
<td>International Marketing London</td>
<td></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>
<tr>
<td>MKT 481</td>
<td>Advertising and Promotions</td>
<td>3</td>
</tr>
</tbody>
</table>

The Minor in Operations and Supply Chain Management

Total units required: 15

- Required Courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAT 121</td>
<td>Managerial Statistics II</td>
<td>3</td>
</tr>
<tr>
<td>DAT 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>

Total Units: 9

- OSCM Electives (at least 6 units required):

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<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>
</tr>
<tr>
<td>OSCM 458</td>
<td>Operations Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>

The Minor in Organization and Strategic Management

Total units required: 15

- Required Courses:

<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>

Total Units: 12

- Electives (at least 3 units required):

<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>4</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>
OB 400E  Talent Analytics  1.5
OB 400F  People Metrics  1.5

**The Minor in Strategy**

**Total units required:** 15

- **Required Courses:**

<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>
</tr>
<tr>
<td></td>
<td>Total Units</td>
<td>6</td>
</tr>
</tbody>
</table>

- **Electives (at least 9 units required):**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
<td>3</td>
</tr>
<tr>
<td>MGT 402</td>
<td>Ethical Issues in Managerial Decision Making</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 421</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<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>MKT 480</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>OB 400D</td>
<td>Thinking Creatively and Leading Creative Teams</td>
<td>1.5</td>
</tr>
<tr>
<td>OB 462</td>
<td>Leadership in Organizations</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Units</td>
<td></td>
</tr>
</tbody>
</table>

**Fulfilling the Business Minor**

All non-BSBA students pursuing any business minor must do the following:

- 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 the requirements for any of the five required courses.)
- Take all 15 units of required courses at Olin Business School. (Non-BSBA students may take one minor course through the Overseas Study Abroad program for each minor.)
- Take all 15 units of required courses for grades (i.e., no pass/fail).
- Achieve no less than a 2.0 grade-point average in all business minor course work.
- Receive permission from the 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 the following:

- B50 ACCT (Accounting) (p. 25)
- B52, B62 FIN (Finance) (p. 27)
- B56 HRM (Human Resources Management) (p. 29)
- B99 INTL (International Business) (p. 29)
- B53 MGT (Management) (p. 30)
- B54 MEC (Managerial Economics) (p. 35)
- B55 MKT (Marketing) (p. 36)
- B58 OSCM (Operations and Supply Chain Management) (p. 39)
- B66 OB (Organizational Behavior) (p. 39)
- B59 DAT (Data Analytics) (p. 40)

**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 300A Volunteer Income Tax Assistance**

Students assist low income students assisting low income members of the community in preparing their tax returns through the VITA program. The Internal Revenue Service provides training materials and an online certification program that must be successfully completed prior to engaging with clients. Students work with the Gateway EITC Community Coalition. Prerequisite: ACCT 2610. Credit 1.5 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 you 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 3620. 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 400M Ethical Decision Making in Accounting I
This course is designed to help the student understand ethical reasoning and behavior, and it will help them to define their own moral compass using case studies as the primary source of instruction. The primary goal is to make the student a role model for others in ethical behavior. Students will learn not just how to determine the proper ethical choice; more importantly, they will learn how to effectively implement the behavioral changes required to achieve solutions to ethical dilemmas. To quote (while paraphrasing) the authors of the textbook, "We strive in [these courses] not only to educate accounting students to be future leaders in the accounting profession but to stimulate the student’s] ethical perception and cultivate virtue thereby awakening [their] sense of duty and obligation to the public interest." Prerequisite: ACCT 2610. Credit 1.5 units.

B50 ACCT 400N Ethical Decision Making in Accounting II
This course is designed to develop in students a deeper understanding of ethical behavior, including dealing with fraud in financial statements, legal obligations of auditors, Wall Street expectations and earnings management, and what it takes to be an ethical leader. To quote the author, "...it comes down to one's sense of right and wrong and willingness to voice values to positively impact [the] auditor responsibility." This second segment of Ethical Decision Making in Accounting is offered for the purpose of creating ethical leaders in the accounting and auditing profession as well as the business community and society at large while at the same time instilling a sense of right and wrong and the eagerness to put ethics into action. Prerequisite: ACCT 400M. 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 auditing profession, 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. 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. Prerequisite: 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. 29), 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 towards your degree nor towards your 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 restructurings though 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 toolset? 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 1.5 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 400K Public Equity Investments
This hands-on course provides a learning platform for how to invest in public equities like a bottom-up, fundamental, buy-side analyst. The course focuses on the process of how many “Tiger Cubs” invest, but will also cover other investing approaches and styles as well. Learning objectives of the course include mastering three-statement modeling; developing the research process for an investment idea in public equities; interactions with real buy-side analysts and portfolio managers on their experience at hedge funds in NYC/SF; and concludes with students pitching an investment idea to a group of buy-side analysts and select number of portfolio managers. Ultimately, this course will provide a solid foundation on which students can successfully build as a buy-side analyst. Students must submit an application for approval to enroll in this course. See Campus Groups for application under Registration. Prerequisites: FIN 448 and instructor approval. Credit 3 units.

B52 FIN 400L Private Equity — Methods
This course will provide the student with an understanding of the basic terminology, due diligence, and analytical methodologies critical to evaluating private equity investments. The course will also cover the history of private equity and the different roles of private equity, including growth capital, LBO/MBO, roll-up, and so on in the evolution of the firm. Private equity funds in the context of the overall market (i.e., strategic vs. financial acquirers) will be discussed as will be the role of leveraged lending and bank financing of financial sponsors. Private equity as an investment and its role in portfolio construction will also be analyzed. Finally, the legal structure of private equity funds in the context of firm control and governance will be reviewed. Prerequisite: FIN 448. Credit 1.5 units.

B52 FIN 400M Private Equity — Practice
This course is the capstone for students interested in pursuing careers in private equity. Students will develop practical skills for investing in private companies. Students will partner with professionals in the St. Louis community to perform various activities, including transaction sourcing, evaluating investment opportunities, and, where appropriate, negotiating, arranging financing, and closing investments. The course also relies heavily on bringing in professionals from the local community to provide real-world perspectives on private equity investing. Prerequisites: FIN 448 and FIN 400L. Credit 1.5 units.
B52 FIN 400W Venture Capital Methods
Students are exposed to the process of analyzing, valuing and structuring potential equity investments in privately held, entrepreneurial, venture-stage businesses. The goal is to develop critical thinking skills for evaluating potential investments and understanding the dynamics of various risk factors predominant in such investments, including market risk, execution risk and technology risk. The classes will be a combination of individual readings, case learning, presentations and panel discussions by industry experts in addition to experiential learning in a team format. Classes will be case-study driven and will focus on company- and fund-specific situations. Guest lecturers will be used extensively and will provide content that is integral to the course. The final sessions of the class will be conducted as a presentation and analysis of a potential investment. Prerequisite: FIN 340. 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 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 444 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 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. Prerequisite: FIN 340. Credit 3 units.

B52 FIN 448 Advanced Financial Management
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. Prerequisite: FIN 340. Credit 3 units.

B52 FIN 450F Financial Technology: Methods and Practice
This course will provide an overview of financial technology and cover specific topics in this area. Topics covered include data-driven credit modeling, cryptocurrencies, digital wallets and block chains, robo advising, high-frequency trading, crowd funding, and peer-to-peer lending. The course will also discuss the regulatory aspects of fintech. The course will cover different methods as well as practical applications. Prerequisite: FIN 340. 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 452 Advanced Derivative Securities
This course focuses on implementation of models for pricing and hedging derivative securities in the equity, currency, and fixed-income markets. Students will learn to write programs in a programming environment such as MATLAB to implement the Black-Scholes model, binomial models, Monte-Carlo methods and finite-difference methods. The derivatives studied will include exotic equity and currency derivatives and caps, floors and swaptions. The goal of the course is to understand the various instruments that are traded, the various assumptions and methods that may be chosen in modeling them, and the importance of the assumptions in determining the prices and
hedges that are chosen. The course will be especially useful to students pursuing careers in sales and trading who will interact with research departments and students pursuing careers in asset management. Prerequisite: FIN 451. 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 will allow the students to implement them correctly and efficiently. The curriculum will emphasize practical applications of empirical methods used in financial research and how to implement them. Students in the course will 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. Note: There will be significant overlap in the course tools used in both MEC 471 and FIN 470A. However, the applications and papers for each class will be entirely different. Prerequisites: QBA 471 and FIN 340. 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**
Visit online course listings to view semester offerings for B56 HRM [here](https://courses.wustl.edu/CourseInfo.aspx?sch=B&dept=B56&crslvl=1:4).

**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 study 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**
Focus is on strengthening student experiences while on a study abroad/internship experience. Topics include the following: minimizing impact of culture shock and new academic programming through participation in on-site orientations; maximizing academic advising services while abroad; identifying opportunities to engage with the local culture; connecting student's individual personal and professional goals by revisiting actions and outcomes. Prerequisite: enrolled in current Olin Study Abroad program. 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 US, more patents per capita and more entrepreneurial events occurring in Israel in both the commercial and social arena than anywhere else in the world. Students will learn about the Israel economy, different industries, Israeli culture and politics along with the critical business challenges and opportunities that face Israel. This course includes a required immersion experience to Israel 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**


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**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

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**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.

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**B53 MGT 200A Business Fundamentals 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

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**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, in how they relate to current changes in Cuba, and in how they may affect future prospects. The normalization of relations between the United States and Cuba will be studied in terms of its impact on business for U.S. 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 instructor; online application.
Credit 3 units.

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**B53 MGT 200C Venture Creation**

Venture Creation is designed for students who are interested in exploring the venture creation process, or the undertaking of creating a new business from scratch. The course allows students to experience entrepreneurship in a unique and innovative manner by integrating theory and practice in an interactive learning by doing process. The goal of the course is to assist and support students in the realization of a business vision from inception of an idea to fruition of a company producing value.
Credit 3 units.

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**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/for-faculty-and-staff/community-engaged-teaching) course.
Credit 4 units.

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**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.

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**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.
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 contextualizing current issues within the wider evolution of the country's political, economic and social systems since 1945. Prerequisite: admission to the London Internship Program.

Credit 3 units. BU: IS

B53 MGT 401 CEL Practicum

The CEL offers students the opportunity to gain experience in a CEL Practicum. The CEL Practicum partners with regional, national, and international businesses, whereas the SBI partners with local small businesses. Students work in a four- to six-person team 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 deliverables throughout the semester, including the final written and oral report at the conclusion of the project.

Credit 3 units.

B53 MGT 401M Sustainable Development and Conservation Through Entrepreneurial Collaboration: Madagascar

This course focuses on sustainable development in rural subsistence economies, using Madagascar as case study. Students from diverse disciplines are challenged to develop and assess the feasibility of projects that can have positive impact on communities constrained by poverty traps. The span of projects includes topics such as forest conservation and use, nutrition, health, food security, clean water, education, and bottom-up economic growth. Students in humanities, social sciences, business, design, engineering, physical sciences, law, social work, economics, political science, public health and other areas use their different perspectives to search for answers. Teamwork and peer teaching are central to this course. Competitively evaluated projects will be field tested in Madagascar. Student teams travel to Madagascar in May and work with the Missouri Botanical Garden Community Conservation Program to adapt projects to conflicting environmental, cultural, economic, and political factors. Lab fee: Project teams selected to go to Madagascar will be assessed a lab fee at the time that their participation in the trip is confirmed and travel arrangements have been made. The lab fee covers the cost of airfare, in-country transportation, and approximately three weeks of in-country lodging and food. Prerequisite: Students submit their application for consideration to the CEL. Students are notified when the application is available. There is limited enrollment. If accepted, the CEL will formally enroll students in this course. Poster sessions for students taking the trip occur during the following fall term. Students may not withdraw from this course after the third week of February.

Credit 3 units.

B53 MGT 401S Small Business Initiative

The CEL offers students the opportunity to gain SBI experience. The SBI partners with local small businesses. Students work in a four- to six-person team 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 deliverables throughout the semester, including the final written and oral reports at the conclusion of the project.
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 1.5 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 on 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 are also 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. Students can either enroll in either MGT 421 or MGT 460L. They can't receive credit for both courses.
Credit 3 units. EN: S

**B53 MGT 422 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, advisers 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: junior standing. BSBA or entrepreneurship major recommended. CET (https://gephardtinstitute.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 nor does the grade count toward the student's GPA. Students must submit an application for approval to the Weston Career Center. Prerequisite: approval from Weston Career Center. Credit 1.5 units.

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 subsequent semester. Prerequisites: senior standing and faculty permission. Credit 3 units.

B53 MGT 450E Honors Thesis II: Writing and Presentation
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 subsequent semester. Prerequisites: MGT 450D. Credit 3 units.

B53 MGT 450G The Business of Sports
This course provides an overview of the major aspects of the sports business industry, including but not limited to the following: (1) the primary revenues and expenditures of pro and college sports; (2) collective bargaining agreements; (3) sports media rights; (4) facility financing; (5) sports sponsorships and athlete endorsements; (6) the role that sports commissions play within communities; and (7) current events that affect the growth and evolution of the sports business industry. Credit 3 units.

B53 MGT 450I International Internship in Business
The online course deepens the overall learning a student gains from an international 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 increases markedly — for student and employers. Prerequisite: admission to one of Olin's International Internship Programs. Credit 1.5 units.

B53 MGT 450R Business & Government: Understanding and Influencing the Regulatory Environment
The United States, as well as many of the world’s governments, has entered a new episode with respect to the interaction of business and government. Now, more than ever, government regulations are attempting to spur job growth and the economy on one hand, but also are intruding into many aspects of business and the markets on the other hand. Business students must not only understand the shifting business government landscape, but also how to engage government officials and legislators to help shape policies that affect their firms and industries. As an introductory course, student will learn from business and government leaders how to interact with and affect the processes of regulation. Prerequisite: online application (http://sa.wustl.edu). 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, 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 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 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, confusion 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
This course is designed for students interested in understanding how social change and social impact can be achieved, borrowing tools and approaches from a broad spectrum of disciplines by asking the following questions: What is social impact and what is social change? How has the concept of social impact developed, where did it come from, and how is it useful? How can social impact be meaningfully measured? What examples exist for cooperation and mutual support in the achievement of social impact? What role do for-profit organizations play in creating and promoting social impact? How do CSR, PPP and BOP achieve social impact? The course is based around social impact as a concept, measuring social impact and building institutions, and partnerships around social impact. It will be taught with a practical bent using examples from existing social impact organizations, including those of the professor. Guest speakers will provide case studies of social impact approaches from the local area.
Credit 1.5 units.

B53 MGT 460M Business of Social Impact
This course is designed for students interested in understanding how social change and social impact can be achieved, borrowing tools and approaches from a broad spectrum of disciplines by asking the following questions: What is social impact and what is social change? How has the concept of social impact developed, where did it come from, and how is it useful? How can social impact be meaningfully measured? What examples exist for cooperation and mutual support in the achievement of social impact? What role do for-profit organizations play in creating and promoting social impact? How do CSR, PPP and BOP achieve social impact? The course is based around social impact as a concept, measuring social impact and building institutions, and partnerships around social impact. It will be taught with a practical bent using examples from existing social impact organizations, including those of the professor. Guest speakers will provide case studies of social impact approaches from the local area.
Credit 1.5 units.

B53 MGT 460N Laboratory for Defense and Corporate Cybersecurity Innovation
As a joint entrepreneurial lab between Saint Louis University and Washington University in St. Louis, this non-traditional class focuses on ideating and developing entrepreneurial solutions for real-world problems by applying flipped classroom, experiential, and team-based learning methodologies. Students will be guided by joint instructors with extensive experience in entrepreneurship and the Department of Defense, as well as have the opportunity to interact with senior executives from corporate America and the Department of Defense. Student-developed viable solutions may be implemented in real application beyond the course. Classes will be held off campus in the Cortex Innovation Community.
Credit 3 units.
Managerial Economics

Visit online course listings to view semester offerings for B54 MEC (https://courses.wustl.edu/CourseInfo.aspx?sch=B&dept=B54&crslvl=1.4).

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: completion of Math 131 or concurrent enrollment in Math 132 or Math 233.
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: MEC 290 or Econ 1011, and QBA 120.
Credit 3 units. EN: S

B54 MEC 292C Global Economy — South America
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, and QBA 120, and admission to the Emerging Economies South American Program.
Credit 3 units. EN: S

B54 MEC 292G Global Economy — South America
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, and QBA 120, and admission to the Emerging Economies South American Program.
Credit 3 units. EN: S

B53 MGT 460O Business of Arts
This course will build on the business basics students learn in MGT 200A or MGT 100. The intent of the course is to provide students in art-related fields with a skill set that enables them to pursue their artistic vision and ambitions while simultaneously having enough commercial success to make their career viable. Furthermore, the course provides students within business fields the opportunities to apply their technical skills to unique opportunities within creative fields. The course will be a blend of learning a set of appropriate business skills (organized by activities rather than functions), interaction with people from art businesses, and student/team research and presentations. The content will be geared toward an art business (as opposed to fashion or architecture), with the subfields included in the discussion. Prerequisite: MGT 200A or MGT 100.
Credit 3 units.

B53 MGT 471 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.
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.
international trade; balance of payments; exchange rates and the foreign exchange market; international capital flows; national competitive advantage and industrial policies; and 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 20-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. EN: S

B54 MEC 494 Business and the Environment
This course will examine the relationship between environmental economics and environmental policy. The course will focus on air pollution, water pollution, and hazardous wastes, with some attention given to biodiversity and global climate change. The course will critically examine two prescriptions that economics usually endorses: (1) the "balancing" of benefits against costs (e.g., benefit-cost analysis) and the use of risk analysis in evaluating policy alternatives; and (2) the use of market incentives (e.g., prices, taxes, charges) or "property rights" instead of traditional command-and-control regulations to implement environmental policy. Prerequisite: Econ 1011. Same as L11 Econ 451
Credit 3 units. A&S IQ: SSC Art: SSC BU: BA, ETH EN: S

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. Students may not receive credit for both MKT 370N and this course. Prerequisites: MKT 370, QBA 120 and QBA 121 or concurrent enrollment in QBA 121.
Credit 3 units.

B55 MKT 400E Elements of Sales: Tools and Techniques
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, QBA 200A and either completion or concurrent enrollment in MKT 378 or MKT 470N.
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 and either QBA 120, Math 2200, Math 3200 or ESE 326.
Credit 3 units.

B55 MKT 400I Business & Marketing Innovation
Innovation is a major strategic activity for most firms, as success is vital to face the rapid increase in competition and ever-changing customer demands. However, innovation is risky, and most new solutions fail in the marketplace. Thus, expertise in the development and marketing of new solutions is a critical skill for all managers. This course is about generating innovative opportunities and designing new solutions. The emphasis on solutions rather than the narrower focus on products is intentional, as this course is more about business innovation and somewhat less about new product design specifically; however, new product design will be covered. In addition, while the course does overlap with entrepreneurship, the focus will be on innovation in both small and large companies. The follow-up course will focus more on how to mark an innovation once it is ready to go to market. It will focus on key business and marketing innovations, such as the following. Business innovations: components of a successful innovation strategy and how to manage effectively; approaches and frameworks for uncovering unmet (and future) customer needs; tools to focus on market-creation vs. market-competition; tools and techniques for analyzing the validity and potential of new opportunities; how to forecast new product adoption and diffusion outcomes; how to manage the threat of disruptive innovation; how to design solutions that include functional, social, and emotional components; the attributes of great product and solution design. Marketing innovations: attributes of a successful product launch strategy; customer segmentation and uncovering what "causes" those customers to buy; first mover advantages and disadvantages (when and how to enter new markets); matching innovations with the right monetization strategy; concept and market testing; experimentation methods for developing and launching new solutions (lean start-up); business model innovation and how to compete through business models; innovative branding techniques; data-driven marketing that integrates channels and personalizes the customer experience. Prerequisite: MKT 370.
Credit 3 units.

B55 MKT 400L Causal Inference
This course introduces students to causal inference. Advances in information technology provide an enormous amount of valuable data to business. Good data-driven decision making often goes beyond discovering correlations in the data. Making the right prescriptive decisions often requires managers to tease out the causal relationship(s) between the prescriptions and outcomes of interest. Mastering causal inference is likely to become more rewarding over time as AI continues to complement human judgement with quick data analyses at a low cost. Throughout the course, we will go over many examples of why understanding causal relationships is important. Course goals include identifying proper statistical tools to tease out the deterministic processes that have generated the data in the presence of randomness; identifying alternative data-generating processes that could have generated the same data; understanding that observational data come from agents’ decisions and that these decisions could lead to biased samples; understanding omitted variable bias and reverse causality; designing and implementing various statistical and experimental methods of addressing the basic causal-inference problem using statistical software; digging deeper into the mechanisms (decision trees) that yield the causal relations; and articulating analyses in presentations. Prerequisite: QBA 120.
Credit 3 units.
B55 MKT 400M Sports Marketing
In this introduction to sports marketing, students will learn the
difference between marketing of sports and marketing through
sports. In addition to studying the basics of sports marketing,
we will examine the following: (1) the special nature of sports
marketing; (2) the sport consumer; (3) the sport product and
the key issues in developing a sport product strategy; (4) sport
property branding; and (5) sport marketing decision making and
ticket pricing. 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. 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, EVG 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 470N Applied Marketing Research
This course is designed to provide you with an appreciation of
the role of marketing research (MR) in the formulation
and solution of marketing problems. In this course, you will
be developing an understanding of the marketing research
process, and understand how to read reports and use output
from marketing research to make managerial decisions. While
the course will cover the process of engaging in marketing
research, the emphasis is on understanding how to interpret
output from marketing research so that you can gain greater
mileage from marketing research reports that are run for your
company, and on understanding what types of information can
be collected so you will understand what types of information
you can commission once you step into a managerial role. BSBA
students can’t enroll in this course. Students may not receive
credit for both MKT 378 and this course. Prerequisite: MKT 370,
Math 131 and Math 2200. 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 &
williness 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 &
williness 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 in which 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 when developing new products. The course
focuses on key new product issues, including the 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 decisions for new products (the
four Ps), 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 or concurrent enrollment in MKT 378 or MKT 470N.

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 will 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 will become astute observers of the strategic trends in marketing across a variety of industries. Prerequisite: MKT 370 and completion or concurrent enrollment in QBA 121.

Credit 3 units.

B55 MKT 481 Advertising and Promotions
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 2810, 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 is an introduction to data science in Python, which assumes no prior programming experience. The course is broken down into two units. In the first unit, students will be introduced to the basics of Python as a programming language. The second unit of the course is devoted to data analytics; students will use Python to explore and visualize real-world data sets from various industries including finance, sports, and technology. Prerequisite: Completion or concurrent enrollment in OSCM 356.

Credit 3 units. EN: TU

B58 OSCM 400D Supply Chain Management
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.

B58 OSCM 458 Operations Analytics
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

B66 OB 360 Organization Behavior Within the Firm
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. Prerequisite: MGT 100 or sophomore standing.

Credit 3 units. EN: S
B66 OB 400C Women in Leadership
Using a multifaceted approach to learn about women and leadership. To better prepare students to lead in organizations, we will learn from notable leaders who will share their experiences and advice with the class. These conversations will be supplemented with cases and readings of women leaders pulled from a range of organizations as well as a review the current state of empirical evidence about the status of women as leaders. Finally, there will be time to engage in deep reflection about what students expect from their careers, as well as a chance to consider the pathways they must take to become effective and inclusive leaders in increasingly diverse organizations.
Credit 1.5 units.

B66 OB 400D Thinking Creatively and Leading Creative Teams
This course is designed for students who want to improve their ability to develop creative solutions to tough business problems and to be able to inspire creativity in others. In a world of rapid change and increasing complexity, existing approaches simply won’t do it anymore — at least not for long. Thus, the ability not only to update and refresh existing products and services but also to generate ideas for new-to-the-world offerings becomes indispensable. Students who have mastered the skills of creative thinking and doing and can foster those skills in others are therefore in a position to add tremendous value to their firms and, ultimately, to society. This course is designed to help students understand and begin to master those skills.
Prerequisite: OB 360.
Credit 1.5 units.

B66 OB 400E Talent Analytics
Finding, developing, and retaining the best talent has always been the key to sustained success in business. Organizations today have potential access to far more useful information about people than ever before, but most struggle to access and use it effectively. In a highly competitive global market, rigorously analyzing data to enable timely strategic decisions about talent provides a critical edge. In this course, students will learn how to use analytics to bring data and rigorous modelling to bear on people-related issues, such as recruiting, performance evaluation, leadership development and succession, job design, and compensation. Together, these can help organizations achieve long-range strategic goals rather than simply serving as an administrative support function.
Prerequisites: OB 360 and QBA 200A.
Credit 1.5 units.

B66 OB 400F People Metrics
Since metrics are at the core of people analytics, this course introduces students to the foundations of assessing behavior in organizations using novel measurement approaches and large datasets. Through classroom discussions and real-world applications, this course will enable you to add value to organizations through the development, use, and interpretation of innovative people metrics. Specifically, after taking this course, you will be able to develop a clear and logical conceptual measurement model. A conceptual measurement model is the foundation of creating novel and useful new approaches for assessing intrapersonal characteristics (e.g., personality) and interpersonal behavior (e.g., knowledge sharing, teamwork).
Prerequisites: OB 360 and QBA 200A.
Credit 1.5 units.

B66 OB 461 Negotiation
Skillful negotiation is an important aspect of management. Designed to improve a student’s skills in analyzing and conducting negotiations in a variety of settings. Topics include two-party bargaining, multiparty bargaining, arbitration and coalition formation.
Prerequisite: OB 360.
Credit 3 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.

Data Analytics
Visit online course listings to view semester offerings for

B59 DAT 120 Managerial Statistics I
The first of a two-course sequence in business applications of statistics, focused on descriptive statistics, probability and 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 DAT 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: DAT 120 or approved equivalent; MATH 132; and MEC 290 or ECON 1011.
Credit 3 units.
B59 DAT 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 intelligent business decision makers in various management situations. The course utilizes structured problem-solving approaches that heavily rely 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 a 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: DAT 120 and completion or concurrent enrollment in DAT 121. Credit 3 units.

B59 DAT 220 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 intelligent business decision makers in various management situations. The course utilizes structured problem-solving approaches that heavily rely 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 a 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: DAT 120 and completion or concurrent enrollment in DAT 121. Credit 3 units.