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 have 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
Olin Business School offers a full-time Bachelor of Science in Business Administration (BSBA) degree program of instruction. 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 is chosen, and at least 40% of the course work must be in non-business fields, from fine arts to science; this allows students to pursue individual careers and ensures 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 (offered 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 following minors offered through the Olin Business School:

- Business of Social Impact
- Business of Sports
- Business of Entertainment
- Business of the Arts
- Business Analytics
- International Business

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 — often referred to as the 3+2 program — that combines an undergraduate degree with the Master of Business Administration degree is available to a select number of undergraduates. 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. Interested candidates should contact the Olin MBA Admissions office during their sophomore year: call 314-935-7301 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 that can be combined with an undergraduate degree. Visit our Specialized Master’s Programs (http://olin.wustl.edu/SMP/) website for details. Interested candidates should contact the Olin MBA Admissions office during their sophomore year: call 314-935-7301 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 120+ student-driven projects with more than 550 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 CEL 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. Please visit the Olin Business School website to learn more about our entrepreneurship opportunities (https://olin.wustl.edu/EN-US/partners-resources/Entrepreneurship/Pages/default.aspx).

Independent Study

Independent study under the direction of a faculty member is available on a selective basis. The purpose of independent study is to provide an opportunity for students to pursue subject matter beyond the specific course offerings found in the business school. Projects may be done for 1 to 6 units of credit, 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 the overall learning that the student gains 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. Detailed information and eligibility requirements for study abroad are available on the Olin Global Programs (https://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/global-programs/Pages/international-internships.aspx) website or in the BSBA Programs office.

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.

- **Short-Term and Summer Programs** 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 Olin-run programs in Europe and Israel. 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.

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.

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 Advising

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

Weston Career Center

To provide students with personalized career planning and exploration as well as 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 and alumni. 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.

**Faculty**

**Dean**

Mark Taylor (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=mark.p.taylor)

Donald Danforth Jr. Distinguished Professor of Finance

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=ellenbein)

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

Mahendra Gupta (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=m.gupta)

Geraldine J. and Robert L. Virgil Professor of Accounting and Management

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

Anne Marie Knott (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=knott)

Robert and Barbara Frick Professor of Business

PhD, University of California, Los Angeles

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

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 McGiniss 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

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

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)

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

Robyn LeBoeuf (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=leboeuf)
PhD, Princeton University
(Marketing)

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)

**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)

Todd Gormley (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=gormley)
PhD, Massachusetts Institute of Technology
(Finance)

Brett Green (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=b.green)
PhD, Stanford University
(Economics)

Jared Jennings (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=jaredjennings)
PhD, University of Washington
(Accounting)

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

Mark Leary (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=leary)
PhD, Duke University
(Finance)

Asaf Manela (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=amanela)
PhD, University of Chicago
(Finance)

Raphael Thomadsen (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=thomadsen)
PhD, Stanford University
(Marketing)

Elanor Williams (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=elanorfwilliams)
PhD, Cornell University
(Psychology)

Song Yao (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=songyao)
PhD, Duke University
(Business Administration)

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

**Assistant Professors**

Deniz Aydin (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=daydin)
PhD, Stanford University
(Finance)

Taylor Begley (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=tbegley)
PhD, University of Michigan
(Finance)
Seth Carnahan (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=seth.carnahan)  
PhD, University of Maryland  
(Strategy)

Kimball Chapman (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kimballchapman)  
PhD, Pennsylvania State University  
(Accounting)

Kaitlin Daniels (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=k.daniels)  
PhD, University of Pennsylvania  
(Operations Management)

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

Jason Donaldson (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=j.r.donaldson)  
PhD, London School of Economics  
(Finance)

Jacob Feldman (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=jbfeldman)  
PhD, Cornell University  
(Operations and Manufacturing Management)

Tarek Ghani (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=tghani)  
PhD, University of California, Berkeley  
(Business Administration)

Daniel Gottlieb (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=d.gottlieb)  
PhD, Massachusetts Institute of Technology  
(Economics)

Emily Grijalva (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=egrijalva)  
PhD, University of Illinois, Urbana-Champaign  
(Industrial/Organizational Psychology)

Chad Ham (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=cham)  
PhD, University of Maryland  
(Accounting)

Ashley Hardin (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=aehardin)  
PhD, University of Michigan  
(Organizational Behavior)

Xing Huang (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=xing.huang)  
PhD, University of California, Berkeley  
(Finance)

Xiang Hui (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=hui)  
PhD, Ohio State University  
(Marketing)

Zackary Kaplan (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=jlee89)  
PhD, University of Maryland  
(Finance)

Takeshi Kawai (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=takeshi.kawai)  
PhD, University of California, Berkeley  
(Finance)

Zawadi Lemayian (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=lemayian)  
PhD, Massachusetts Institute of Technology  
(Accounting)

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

Yulia Nevskaya (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=yulia.nevskaya)  
PhD, University of Rochester  
(Marketing)

Hannah Perfecto (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=perfecto)  
PhD, University of California, Berkeley  
(Marketing)

Mary Jane Rabier (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=mrabier)  
PhD, University of Maryland  
(Accounting)
Iva Rashkova (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=irashkova)
PhD, London Business School
(Management Science and Operations)

Sydney Scott (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=sydneyscott)
PhD, University of Pennsylvania
(Marketing)

Janis Skrastins (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=jskrastins)
PhD, London Business School
(Finance)

Ulya Tsolmon (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=utsolmon)
PhD, Duke University
(Strategy)

Dennis Zhang (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=denniszhang)
PhD, Northwestern University
(Operations and Manufacturing Management)

Lee J. Konczak (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=konczak)
PhD, University of Missouri-St. Louis
(Organizational Behavior and Leadership Development)

Patrick Moreton (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=moreton)
PhD, University of California, Berkeley
(Strategy and Management)

Patrick Rishe (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=prishe)
PhD, Binghamton University
(Sports Business)

Timothy Solberg (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=solbergty)
University of Chicago
(Sports Business)

Doug Villhard (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=dvillhard)
MA, Boston University
(Communications)

Michael Wall (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=michael.wall)
Indiana University
(Marketing)

Sergio Chayet (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=chayet)
PhD, Northwestern University
(Operations and Manufacturing Management)

Charles J. Cuny (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=cuny)
PhD, Stanford University
(Finance)

Thomas D. Fields (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=tffields)
PhD, Northwestern University
(Accounting)

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

Professors of Practice

Peter Boumgarden (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=boumgarden)
PhD, Washington University
(Organizational Behavior)

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

Jeremy Degenhart (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=jdegenhart9876)
BS, BA, Washington University
(Finance)

John Horn (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=johnhorn)
PhD, Harvard University
(Economics)
Konstantina Kiousis
PhD, University of California, Los Angeles
(Business Administration)

Gary Lin
PhD, University of Florida
(Data Analytics)

David R. Meyer
PhD, University of Chicago
(Management)

Chakravarthi Narasimhan
Lecturer in Marketing
PhD, University of Rochester

Richard Palmer
PhD, Southern Illinois University, Carbondale
(Business Administration)

Eli M. Snir
PhD, University of Pennsylvania
(Data Analytics)

Mark E. Soczek
PhD, Northwestern University
(Accounting)

Raymond T. Sparrowe
PhD, University of Illinois at Chicago
(Organizational Behavior)

Durai Sundaramoorthi
PhD, University of Texas at Arlington
(Data Analytics)

Lecturers
Mohammadhossein Amini
PhD, Kansas State University
(Industrial Engineering)

Cathy Dunkin
BA, University of Missouri-Columbia
(Management)

Samira Fazel
PhD, Wayne State University
(Industrial Engineering)

Ivan Lapuka
PhD, University of South Florida
(Marketing)

Staci Thomas
MA, Webster University
(Communications)

Adjunct and Other Faculty
Pier Alsup
MS, Webster University
(Marketing)

John Althoff
BS, University of Missouri-St. Louis
(Accounting)

Amy Altholz
MBA, Washington University
(Accounting)

Yossi Aviv
PhD, Columbia University
(Operations Manufacturing and Management)

Richard Batsell
PhD, University of Texas at Austin
(Marketing)
Karen Bedell (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kbedell)
MBA, Saint Louis University
(Management)

Anatoliy Belaygorod (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=belaygorod)
PhD, Washington University
(Finance)

Patricia Bland (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=patricia.bland)
JD, University of Missouri, Kansas City
(Management)

Alex Borchert (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=borcherta)
BS, Washington University
(Finance)

Spencer Burke (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=burkesb)
JD, University of Pennsylvania
(Management)

David Butler (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=david.butler)
MBA, Washington University
(Health Care Management)

Amy Choy (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=amychoy)
PhD, Washington University
(Accounting)

Robert Collins (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=rbcollins)
MBA, Harvard Business School

Yoni Danieli (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=yoni)
MBA, Northwestern University
(Organizational Behavior)

Jim Deutsch (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=deutschjr)
MA, Webster University
(Finance)

William R. Emmons (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=emmons)
PhD, Northwestern University
(Finance)

Peter S. Finley
MBA, Stanford University
(Entrepreneurship)

Ronald K. Fisher
JD, Washington University
(Labor and Employment Laws)

Hans Fredrikson (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=hans.fredrikson)
MBA, University of Chicago
(Finance)

David Fritsch (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=fritschd)
MBA, Washington University
(Business Administration)

Michael R. Gordinier (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=gordinier)
PhD, University of Wisconsin-Madison
(Management)

Bruce Lee Hall (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=hallb)
PhD, MD, Duke University
(Health Care Management)

Carol F. Johanek (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=johanek)
MBA, Saint Louis University
(Marketing)

Al Kent (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kent)
BSBA, Tennessee Technical University
(Accounting)

Sarah Luem (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=sluem)
JD, Saint Louis University
(Management)

Steven Malter
PhD, University of Missouri-St. Louis
(Management)
Mary Mason (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=masonm)
MD, Washington University
(Management)

Tom McCain (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=tkmccain)
MBA, Washington University
(Management)

Paul W. Paese
PhD, University of Illinois at Urbana-Champaign
(Organizational Behavior)

David Pearson
DBA, Indiana University
(Accounting)

Jeff Plunkett (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=jplunkett)
JD, Saint Louis University
(Accounting)

David A. Poldoian (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=poldoian)
MBA, Harvard University
(Entrepreneurship)

Kristin Poole (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=kristinpoole)
MS, Saint Louis University
(Finance)

Robert A. Portnoy (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=portnoy)
PhD, University of Missouri-Columbia
(Human Resource Management)

Casey Quinn (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=quinn)
MBA, Washington University
(Health Care Management)

Richard Ryffel (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=ryffel)
MBA, Boston University
(Finance)

Anthony Sardella (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=sardella)
MBA, Northwestern University
(Management)

Mark Sophir (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=m.sophir)
JD, University of Texas School of Law
(Management)

Ted Stann (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=tedstann)
(Management)

Michael Stohler (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=michael.stohler)
BS, Bellarmine College
(Economics)

Cynthia A. Wichelman (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=wichelmanc)
MD, Stanford University
(Business and Medicine)

Robert Zafft (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=robertzafft)
JD, Harvard University
(Law)

**Professors Emeriti**

Nicholas Baloff
(Business and Public Administration)

Stuart I. Greenbaum (http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=greenbaum)
Former Dean and Bank of America Professor Emeritus of Managerial Leadership
PhD, Johns Hopkins University

James T. Little (https://olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/FacultyDetail.aspx?username=littlej)
Donald Danforth Jr. Distinguished Professor Emeritus of Business
PhD, University of Minnesota

Ambar Rao
Fossett Distinguished Professor Emeritus of Marketing

J. George Robinson
Professor Emeritus of Marketing
Majors for BSBA Degree Candidates

In addition to the 42 core professional units required, which are listed on the Degree 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. 12)
- Economics and Strategy (p. 12)
- Entrepreneurship (p. 12)
- Finance (p. 13)
- Financial Engineering (p. 13)*
- Health Care Management (p. 14)
- Marketing (p. 14)
- Operations and Supply Chain Management (p. 14)
- 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 2024 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 3610</td>
<td>Intermediate Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Theory I</td>
<td></td>
</tr>
<tr>
<td>ACCT 3620</td>
<td>Intermediate Financial Accounting II</td>
<td>3</td>
</tr>
</tbody>
</table>

- Accounting Electives: 9 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 363</td>
<td>Cost Analysis and Control</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 365E</td>
<td>Taxation of Business Entities</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 400A</td>
<td>Analysis of Financial Institutions &amp; Financial Instruments</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
</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>
<td>3</td>
</tr>
<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 467</td>
<td>Income Tax Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 4680</td>
<td>Advanced Financial Accounting Problems</td>
<td>3</td>
</tr>
</tbody>
</table>

The Major in Economics and Strategy

Total units required: 12

- Economics and Strategy Core: 12 units

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

The Major in Entrepreneurship

Total units required: 15

- Entrepreneurship Core: 6 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<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>3</td>
</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>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<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>
</tbody>
</table>
MGT 320  Olin Grand Rounds: The Business and Practice of Medicine  3
MGT 380  Business Strategy  3
MGT 440  Sports Management  1.5

Experiential Elective Choices (at least 3 units required):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<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 401C</td>
<td>CEL Entrepreneurial Consulting Team</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401M</td>
<td>Sustainable Development and Conservation Through Entrepreneurial Collaboration: Madagascar</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401P</td>
<td>CEL Practicum</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401S</td>
<td>Small Business Initiative</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401T</td>
<td>Taylor Community Consulting Project</td>
<td>3</td>
</tr>
</tbody>
</table>

Skills Elective Choices (at least 3 units required):

<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>Front-End 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>Industrial Economics</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 400I</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>MKT 482</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 461</td>
<td>Negotiation</td>
<td>3</td>
</tr>
</tbody>
</table>

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>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>
</tbody>
</table>

• Finance Electives: 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 400I</td>
<td>Mergers &amp; Acquisitions</td>
<td>1.5</td>
</tr>
<tr>
<td>FIN 400J</td>
<td>Advanced Valuation</td>
<td>1.5</td>
</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 400W</td>
<td>Venture Capital Methods</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>
<td>3</td>
</tr>
<tr>
<td>FIN 470A</td>
<td>Research Methods in Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

The Major in Financial Engineering

The financial engineering major is offered only as a second major option. Therefore, students in the BSBA program must select another business major in order to be eligible to pursue this major. Students interested in this second major must complete the application and have a 3.3 or higher grade-point average to pursue this second major; this includes the cumulative GPA, the Business GPA, and the Engineering GPA.

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

• Background Requirements: 18 units

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

• Engineering Professional Core Requirements: 15 units
The Major in Marketing

Total units required: 12

- Marketing Core: 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 377</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

- Marketing Electives: 9 units

<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 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>
</tr>
<tr>
<td>MKT 482</td>
<td>Brand Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Group A Marketing 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 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>
</tr>
</tbody>
</table>

Group B Marketing Elective Choices:

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

The Major in Operations and Supply Chain Management

Total units required: 12 units

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAT 301E</td>
<td>Data Analytics in Python</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>

- Group B OSCM Elective Choices (at least 3 units required):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phil 233F</td>
<td>Biomedical Ethics</td>
<td>3</td>
</tr>
<tr>
<td>WGSS 310</td>
<td>From Hysteria to Hysterectomy: Women's Health Care in America</td>
<td>3</td>
</tr>
<tr>
<td>WGSS 316</td>
<td>Contemporary Women's Health</td>
<td>3</td>
</tr>
</tbody>
</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>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2610</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2620</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Math 132</td>
<td>Calculus II</td>
<td>3</td>
</tr>
<tr>
<td>MGT 100</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>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 292</td>
<td>Global Economy</td>
<td>3</td>
</tr>
<tr>
<td>or Econ 1021</td>
<td>Introduction to Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>DAT 120</td>
<td>Managerial Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>or DAT 121</td>
<td>Managerial Statistics II</td>
<td>3</td>
</tr>
<tr>
<td>or Econ 413</td>
<td>Introduction to Econometrics</td>
<td></td>
</tr>
<tr>
<td>or Math 439</td>
<td>Linear Statistical Models</td>
<td></td>
</tr>
<tr>
<td>or Math 493</td>
<td>Probability</td>
<td></td>
</tr>
<tr>
<td>Total Units</td>
<td></td>
<td>24</td>
</tr>
</tbody>
</table>

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

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. Non-BSBA second major and minor students must complete the major courses with a or C+ or better in order to progress in and earn the major or minor.
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. To be eligible to declare a second major, students will need to complete Math 132 Calculus II plus two business courses and earn a C+ or better in all three before their declaration will be approved. A second major will not be awarded to a student unless proper declaration is made.
9. ** Economics and strategy majors must take MEC 290, because 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.

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 (3 units)
  - ACCT 3620: Intermediate Financial Accounting II (3 units)

- **Accounting Electives:** 9 units
  - ACCT 363: Cost Analysis and Control (3 units)
  - ACCT 365E: Taxation of Business Entities (3 units)
  - ACCT 400A: Analysis of Financial Institutions & Financial Instruments (1.5 units)
  - ACCT 400C: Not-For-Profit Accounting (1.5 units)

### The Second Major in Economics and Strategy

**Total units required:** 12

- **Economics and Strategy Core:** 12 units
  - MEC 370: Game Theory for Business (3 units)
  - MEC 400K: Research Analysis in Industry (3 units)
  - MEC 470: Industrial Economics (3 units)
  - MEC 471: Empirical Techniques for Industry Analysis (3 units)

### The Second Major in Entrepreneurship

**Total units required:** 12

- **Entrepreneurship Core:** 6 units
  - MGT 421: Introduction to Entrepreneurship (3 units)
  - MGT 424: Business Planning for New Enterprises (The Hatchery) (3 units)

- **Entrepreneurship Electives:** Choose at least one course from two of the three following tracks for a total of 6 elective units:
  - **Industry Elective Choices:**
    - CSE 131: Introduction to Computer Science (3 units)
    - Econ 335: Money and Banking (3 units)
    - FIN 340: Capital Markets and Financial Management (3 units)
    - INTL 320: Business, Innovation and Entrepreneurship in Israel (3 units)
    - MEC 460: Economics of Entertainment (3 units)
    - MGT 320: Olin Grand Rounds: The Business and Practice of Medicine (3 units)
    - MGT 380: Business Strategy (3 units)
    - MGT 440: Sports Management (1.5 units)
    - MKT 370: Principles of Marketing (3 units)
### Experiential Elective Choices:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<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 401C</td>
<td>CEL Entrepreneurial Consulting Team</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401P</td>
<td>CEL Practicum</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401S</td>
<td>Small Business Initiative</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401T</td>
<td>Taylor Community Consulting Project</td>
<td>3</td>
</tr>
</tbody>
</table>

### Skills Elective Choices:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE 204A</td>
<td>Front-End Web Development</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</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>Industrial Economics</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>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400I</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>MKT 482</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 461</td>
<td>Negotiation</td>
<td>3</td>
</tr>
</tbody>
</table>

### The Second Major in Health Care Management

Total units required: 15

- **Health Care Management Core**: 12 units

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

- **Health Care Management Electives**: 3 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<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>
<td>1</td>
</tr>
<tr>
<td>Anthro 3263</td>
<td>Bioprospecting</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3283</td>
<td>Introduction to Global Health</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3309</td>
<td>Anthropological Perspectives on Care</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3310</td>
<td>Health, Healing and Ethics: Introduction to Medical Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 333</td>
<td>Culture and Health</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3621</td>
<td>Anthropology of Human Birth</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3626</td>
<td>Adventures in Nosology: The Nature and Meaning of Disease</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 3875</td>
<td>Pharmaceutical Personhood</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 4883</td>
<td>The Political Economy of Health</td>
<td>3</td>
</tr>
<tr>
<td>Anthro 4134</td>
<td>The AIDS Epidemic: Inequalities, Ethnography, and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Biol 2010</td>
<td>Ampersand: The Science of Biotechnology</td>
<td>3</td>
</tr>
<tr>
<td>Biol 3183</td>
<td>History of Genetics in the 20th Century</td>
<td>3</td>
</tr>
<tr>
<td>Biol 348</td>
<td>Emerging Infectious Diseases</td>
<td>2</td>
</tr>
<tr>
<td>Phil 233F</td>
<td>Biomedical Ethics</td>
<td>3</td>
</tr>
</tbody>
</table>
The Second Major in Marketing

Total units required: 15
- Marketing Core: 6 units

Code | Title | Units
--- | --- | ---
MKT 370 | Principles of Marketing | 3
MKT 378 | Marketing Research | 3

- Marketing Electives: 9 units

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

Code | Title | Units
--- | --- | ---
MKT 377 | Consumer Behavior | 3
MKT 400G | Digital Marketing and Analytics | 3
MKT 400L | Causal Inference | 3
MKT 470E | Pricing Strategies | 3
MKT 478 | New Product Management | 3
MKT 480 | Marketing Strategy | 3
MKT 482 | Brand Management | 3

Group B Elective Choices:

Code | Title | Units
--- | --- | ---
MKT 400E | Elements of Sales: Tools and Techniques | 3
MKT 400I | Business & Marketing Innovation | 3
MKT 400M | Sports Marketing | 3
MKT 450F | Luxury Goods and a Dash of Fashion | 3
MKT 477 | International Marketing | 3
- or MKT 477S | International Marketing Sydney | 3
- or MKT 477L | International Marketing London | 3
MKT 481 | Advertising and Promotions | 3
MKT 465 | Retail Management | 3

The Second Major in Organization and Strategic Management

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

Code | Title | Units
--- | --- | ---
OB 360 | Organization Behavior Within the Firm | 3

- Organization and Strategic Management Electives: 12 units

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

Code | Title | Units
--- | --- | ---
MGT 450V | Defining Moments: Lessons in Leadership & Character From the Top | 1.5
OB 400C | Women in Leadership | 1.5
OB 400D | Thinking Creatively and Leading Creative Teams | 1.5
OB 461 | Negotiation | 3
OB 462 | Leadership in Organizations | 3

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

Code | Title | Units
--- | --- | ---
MGT 380 | Business Strategy | 3
MGT 402 | Ethical Issues in Managerial Decision Making | 1.5
MGT 429E | Management and Corporate Responsibility | 1.5
MGT 450R | Business & Government: Understanding and Influencing the Regulatory Environment | 1.5

The Second Major in Operations and Supply Chain Management

Total units required: 15
- OSCM Core: 6 units

Code | Title | Units
--- | --- | ---
DAT 220 | Analytics and Modelling for Business Decisions | 3
OSCM 356 | Operations Management | 3

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

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

Code | Title | Units
--- | --- | ---
DAT 301E | Data Analytics in Python | 3
OSCM 400D | Supply Chain Management | 3
OSCM 458 | Operations Analytics | 3

OSCM Group B Elective Choices:
MGT 460G Critical Thinking and Complex Problem Solving for Business 1.5
MGT 460H Corporate and Global Strategy 3
INTL 321 Family Business in Europe 3

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>OB 325</td>
<td>Personnel/Human Resources</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. 20)*
- Business of Entertainment (p. 21)*
- Business of Social Impact (p. 21)*
- Business of Sports (p. 22)*
- Entrepreneurship (p. 22)
- Finance (p. 22)
- General Business (p. 23)
- Health Care Management (p. 23)
- International Business (p. 23)*
- Managerial Economics (p. 24)
- Marketing (p. 24)
- Operations and Supply Chain Management (p. 24)
- Organization and Strategic Management (p. 24)
- Strategy (p. 24)

* 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.

### Fulfilling the Business Minor

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

1. Declare their minor online through WebSTAC no later than the end of their sixth semester.
2. Non-BSBA second major and minor students must complete the major and minor courses with a C+ or better in order to progress in and earn the major or minor.
3. 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.) Additional prerequisites may be needed to remain enrolled in certain courses. Please check course listings to ensure all prerequisites are met.
4. 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.)
5. Take all 15 units of required courses for grades (i.e., no pass/fail).
6. 15 additional units would be required to earn two business minors, as double counting is not allowed.

### 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, Econ 4011 Intermediate Microeconomic Theory, or MEC 290 Microeconomics
- DAT 121 is also a prerequisite for minors in business of analytics, finance and general business.
- DAT 220 is also a prerequisite for minors in business of analytics.
- ACCT 2610 is a prerequisite for minors in business of analytics and operations supply chain management.

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, business of entertainment, business of analytics, 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.

### The Minor in Accounting

**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>ACCT 2620</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 3610</td>
<td>Intermediate Financial Accounting Theory I</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Units:** 9

- **Accounting Electives (at least 6 units required):**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 3620</td>
<td>Intermediate Financial Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 363</td>
<td>Cost Analysis and Control</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 365E</td>
<td>Taxation of Business Entities</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 400A</td>
<td>Analysis of Financial Institutions &amp; Financial Instruments</td>
<td>1.5</td>
</tr>
<tr>
<td>ACCT 400C</td>
<td>Not-For-Profit Accounting</td>
<td>1.5</td>
</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>
<td>3</td>
</tr>
<tr>
<td>ACCT 466</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 467</td>
<td>Income Tax Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 4680</td>
<td>Advanced Financial Accounting Problems</td>
<td>3</td>
</tr>
</tbody>
</table>

### The Minor in the Business of Analytics

**Total units required:** 15

- **Required Courses:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE 131</td>
<td>Introduction to Computer Science</td>
<td>3</td>
</tr>
<tr>
<td>DAT 400A</td>
<td>Data Management Tools for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>DAT 301E</td>
<td>Data Analytics in Python</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Units:** 9

- **Business Analytics 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>FIN 470A</td>
<td>Research Methods in Finance</td>
<td>3</td>
</tr>
<tr>
<td>MEC 471</td>
<td>Empirical Techniques for Industry Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MKT 400L</td>
<td>Causal Inference</td>
<td>3</td>
</tr>
</tbody>
</table>

### The Minor in the Business of the Arts

**Total units required:** 15

- **Required Courses:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 200A</td>
<td>Business Fundamentals for Non-Business Students</td>
<td>3</td>
</tr>
<tr>
<td>or MGT 100</td>
<td>Individual in a Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460O</td>
<td>Business of Arts</td>
<td>3</td>
</tr>
<tr>
<td>MGT XXX</td>
<td>PLACEHOLDER, INFO TO COME</td>
<td></td>
</tr>
</tbody>
</table>

**Total Units:** 6

* Non-BSBA students may take MGT 100 in lieu of MGT 200A. BSBA students cannot take MGT 200A for this minor.

- **Business of Arts Electives (at least 6 units required):**
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<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 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 400I</td>
<td>Business &amp; Marketing Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKT 465</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 481</td>
<td>Advertising and Promotions</td>
<td>3</td>
</tr>
<tr>
<td>MKT 482</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 360</td>
<td>Organization Behavior Within the Firm</td>
<td>3</td>
</tr>
<tr>
<td>OB 400D</td>
<td>Thinking Creatively and Leading</td>
<td>1.5</td>
</tr>
<tr>
<td>E Lit 486</td>
<td>The Business of Books</td>
<td>3</td>
</tr>
<tr>
<td>ART 223K</td>
<td>Business of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>ART 324J</td>
<td>Fashion Promotion and Exhibition</td>
<td>3</td>
</tr>
</tbody>
</table>

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

### 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>MGT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Total Units</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

- 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 114</td>
<td>Summer Seminar: Understanding Movies</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):

### 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 401T</td>
<td>Taylor Community Consulting Project</td>
<td>3</td>
</tr>
</tbody>
</table>

- Business of Social Impact Group B Electives (at least 3 units required):
The Minor in the Business of Social Impact

Total required units: 15

- Required Courses:

<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):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMCS 280</td>
<td>Exploring Inequality: The Social and Structural Analysis of Modern American Life</td>
<td></td>
</tr>
<tr>
<td>EnSt 105</td>
<td>Sustainability in Business</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 310</td>
<td>Ecological Economics</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 375</td>
<td>Urban Ecology</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 405</td>
<td>Sustainability Exchange: Community and University Practicums</td>
<td>3</td>
</tr>
<tr>
<td>EPSc 111</td>
<td>Introduction to Global Climate Change in the 21st Century</td>
<td>3</td>
</tr>
<tr>
<td>EPSc 201</td>
<td>Earth and the Environment</td>
<td>4</td>
</tr>
<tr>
<td>EPSc 219</td>
<td>Energy and the Environment</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 101</td>
<td>Earth’s Future: Causes and Consequences of Global Climate Change</td>
<td>3</td>
</tr>
<tr>
<td>Pol Sci 332B</td>
<td>Environmental and Energy Issues</td>
<td>3</td>
</tr>
<tr>
<td>SOC 3410</td>
<td>Gender in Society</td>
<td>3</td>
</tr>
<tr>
<td>UREST 299</td>
<td>The Study of Cities and Metropolitan America</td>
<td>3</td>
</tr>
<tr>
<td>ARCH 307X</td>
<td>Community Building</td>
<td>3</td>
</tr>
<tr>
<td>ARCH 490A</td>
<td>Explore &amp; Contribute: Collaboration Between Washington University &amp; Henry School</td>
<td></td>
</tr>
</tbody>
</table>

Note: BSBA students minoring in the business of social impact may not double count more than one course (3 units) toward their business major.

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>
</tbody>
</table>

- Electives (at least 3 units required):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMCS 280</td>
<td>Exploring Inequality: The Social and Structural Analysis of Modern American Life</td>
<td></td>
</tr>
<tr>
<td>EnSt 105</td>
<td>Sustainability in Business</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 310</td>
<td>Ecological Economics</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 375</td>
<td>Urban Ecology</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 405</td>
<td>Sustainability Exchange: Community and University Practicums</td>
<td>3</td>
</tr>
<tr>
<td>EPSc 111</td>
<td>Introduction to Global Climate Change in the 21st Century</td>
<td>3</td>
</tr>
<tr>
<td>EPSc 201</td>
<td>Earth and the Environment</td>
<td>4</td>
</tr>
<tr>
<td>EPSc 219</td>
<td>Energy and the Environment</td>
<td>3</td>
</tr>
<tr>
<td>EnSt 101</td>
<td>Earth’s Future: Causes and Consequences of Global Climate Change</td>
<td>3</td>
</tr>
<tr>
<td>Pol Sci 332B</td>
<td>Environmental and Energy Issues</td>
<td>3</td>
</tr>
<tr>
<td>SOC 3410</td>
<td>Gender in Society</td>
<td>3</td>
</tr>
<tr>
<td>UREST 299</td>
<td>The Study of Cities and Metropolitan America</td>
<td>3</td>
</tr>
<tr>
<td>ARCH 307X</td>
<td>Community Building</td>
<td>3</td>
</tr>
<tr>
<td>ARCH 490A</td>
<td>Explore &amp; Contribute: Collaboration Between Washington University &amp; Henry School</td>
<td></td>
</tr>
</tbody>
</table>

Note: BSBA students minoring in the business of sports may not double count more than one course (3 units) toward their business major. In addition, they must take DAT 120, because Advanced Placement credit for Math 2200 is not a substitute for DAT 120.

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 (The Hatchery)</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>
</tr>
<tr>
<td>Total Units</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

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>
<tr>
<td>Total Units</td>
<td>6</td>
<td></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>MKT 370</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 340</td>
<td>Capital Markets and Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 356</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>OB 360</td>
<td>Organization Behavior Within the Firm</td>
<td>3</td>
</tr>
<tr>
<td>Total Units</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

The Minor in Health Care 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>MGT 320</td>
<td>Olin Grand Rounds: The Business and Practice of Medicine</td>
<td>3</td>
</tr>
<tr>
<td>MGT 321</td>
<td>Health Economics and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MGT 322</td>
<td>Health Care Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 420</td>
<td>Research in Health Care Management</td>
<td>3</td>
</tr>
<tr>
<td>Total Units</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

The Minor in International Business

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 308</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>Total Units</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

• Electives (9 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>
<tr>
<td>MGT 405S</td>
<td>International Business Environment — Sydney</td>
<td>3</td>
</tr>
<tr>
<td>MGT 418</td>
<td>International Business: A Euro Perspective</td>
<td>3</td>
</tr>
<tr>
<td>MGT 450I</td>
<td>International Internship in Business</td>
<td>1.5</td>
</tr>
<tr>
<td>MGT 450Z</td>
<td>European Study Tour</td>
<td>1.5</td>
</tr>
<tr>
<td>MKT 477L</td>
<td>International Marketing London</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477S</td>
<td>International Marketing Sydney</td>
<td>3</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>MKT 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 Managerial 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>
<td>3</td>
</tr>
<tr>
<td>MEC 370</td>
<td>Game Theory for Business</td>
<td>3</td>
</tr>
<tr>
<td>MEC 400K</td>
<td>Research Analysis in Industry</td>
<td>3</td>
</tr>
<tr>
<td>MEC 470</td>
<td>Industrial Economics</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 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></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></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>
<tr>
<td>MKT 482</td>
<td>Brand Management</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 220</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):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAT 301E</td>
<td>Data Analytics in Python</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>
<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>

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 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>
<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>
Courses

Courses include the following:

- B50 ACCT (Accounting) (p. 25)
- B52, B62 FIN (Finance) (p. 26)
- 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. 37)
- B58 OSCM (Operations and Supply Chain Management) (p. 39)
- B66 OB (Organizational Behavior) (p. 40)
- B59 DAT (Data Analytics) (p. 41)

Accounting


B50 ACCT 2610 Principles of Managerial Accounting

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

B50 ACCT 2620 Principles of Managerial Accounting

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

B50 ACCT 3610 Intermediate Financial Accounting Theory I

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

B50 ACCT 3620 Intermediate Financial Accounting Theory 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 363 Cost Analysis and Control

This course will focus on the impact of changes in markets, in operations, and in information technology that affect the design of management accounting systems. Emphasis is on the strategic role of cost information in planning and controlling operations. Current thrusts of quality control and customer service in managing operations have placed new demands on management accounting systems beyond the traditional role of product costing for financial reporting. The course objective is to analyze how these new demands can be met through the expansion of the scope of management accounting systems. Prerequisite: ACCT 2620. Credit 3 units.

B50 ACCT 365E Taxation of Business Entities

This course involves an examination of tax laws at the federal, state, and international levels, with an emphasis on corporate taxpayers and partnerships. A data-driven approach will be used to show how various business transactions affect a business entity's tax liability. Attention will also be given to various ways in which business entities might structure transactions to avoid or reduce tax liability and how the choice of business entity type affects these decisions. Prerequisite: ACCT 2610. 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 was designed to help students develop 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, the business community, and society and to instill that sense of right and wrong and the eagerness to put it 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 ascertainsthe degree of correspondence between managerial assertions and established criteria. The course is organized around the basic categories of: (1) the economic role of external corporate auditing in securities markets, (2) the composition of the firms in the auditing industry, (3) the regulatory environment of auditing, (4) litigation issues facing the accounting/auditing industry, and (5) the requirements for conducting audits. Topics included in the last area include a consideration of the scope and application of Generally Accepted Auditing Standards (GAAS) and the general technology of auditing which are some general auditing topics typically covered on the CPA exam. Grading is based on homework, a group-based project, and two exams. Prerequisite: ACCT 3620.
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 B52 FIN (p. 28), 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 400L Private Equity — Methods
This course will provide the student with an understanding of the history of private equity and the different roles and styles as well. 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 448.

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 448.

Credit 1.5 units.

B52 FIN 400K Public Equity Investments
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 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 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 familiarization 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
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 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 goals of the course are to learn more about 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 120, QBA 121 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

B56 HRM 325 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: minimalizing impact of culture shock and new academic programming though participation 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 321 Family Business in Europe
This course explores and analyzes continuity challenges of family business and their best management practices. The focus of this course is on pragmatic, action-oriented, management; governance; and family business leadership skills. The course addresses the governance and management of established family businesses. It examines succession, values, life cycles, business strategies, conflict resolution, communications, management, philanthropy and other topics that uniquely touch family business governance and management. It will convey the characteristics that differentiate family businesses from other businesses. Attention is devoted to evaluating family firms and their growth options to provide a roadmap for analyzing how family ownership, control, and management affect performances and how family firms can create and ensure more value through generations. Prerequisite: participation in the Business in Europe Study Abroad Program.
Credit 3 units.

B99 INTL 322 Family Business Consulting Project
As part of this module, students will take part in a team consultancy project. In a location in Italy, students will take an integrative and critical approach to applying the perspectives and disciplines covered during the BSBA Business in Europe program, and they will experience a strategic management perspective as it relates to family firms. The purpose of the consultancy project is to give students an opportunity to apply what has been learned in the program (through course lectures, readings, and case discussions) to problems in a real family firm. Teams gather information from people in the family firm through direct contact; they may supplement this information with data from the media, the organization's literature, and other secondary sources. Students should identify a relatively recent problem to analyze (i.e., this should not be an historical account of a problem and the company's solution). Teams should focus their analysis by applying the concepts from the course. While it is acceptable to incorporate several concepts from the course, students should aim for depth rather than breadth regarding the use of course concepts. The goal is to diagnose the mechanisms that are causing the problem or issue of concern in the organization. Initially, students may notice many symptoms (e.g., a crisis after the succession, seemingly an unhealthy family culture, low family member commitment and involvement, governance issues), but the task is to get to the underlying reason for these symptoms. Students should also be aware that sometimes the initial symptoms that we think we see are not what they appear to be. Prerequisite: participation in the Business in Europe Study Abroad Program.
Credit 1.5 units.

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

Management


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

B53 MGT 131E The Business of Elections
This course will focus on understanding the primary and presidential elections -- particularly the 2020 election -- through a multidisciplinary approach that primarily involves political science and business. Campaigns are start-ups that rely on strategy, branding, influencing consumers (voters), financing, and other concepts to achieve the election of their candidate. At the same time, American politics is highly polarized, with voters who are increasingly hostile to listening to the other side. Given this context, how does a campaign succeed as an entrepreneurial venture? This course will allow students to compare and contrast how different candidates' policies and platforms may affect different constituencies/sectors of the business/labor world as well as the economy, how the media portrays them, and what role they will play in the general election. This course is for first-year (non-transfer) students only. Students who are not first-year students will be automatically unenrolled from this course. Same as I60 BEYOND 102 Credit 3 units. BU: BA

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 concurrently open to incoming business freshmen, and students must be concurrently enrolled in MGT 100. Credit 2 units.

B53 MGT 160E Morality and Markets
What does it look like to live a moral life in today's market system? We know all too well what it does not look like. The news is filled with moral failures of leaders and executives at top firms. We like to believe that we would behave differently, but what kinds of pressures inform our moral choices? What pulls us, what pushes us, and what persuades us to act one way rather than another? These are the questions that a course combining business and literature can address in unique ways; the world of fiction helps us to examine the ethical dilemmas of the market we inhabit every day. In this course, we use great books, classics of film and modern television, and the tools of modern psychology and business strategy to think critically about what is entailed in living a moral life in the midst of the modern market. This course is for first-year (non-transfer) students only. Same as I60 BEYOND 161 Credit 3 units. A&S IQ: HUM EN: H

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

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.

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.

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.

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

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

B53 MGT 320 Olin Grand Rounds: The Business and Practice of Medicine
Grand rounds in medical schools are a forum for presenting new and challenging clinical problems and cases. The goal of Olin Grand Rounds is to focus on the challenges and solutions facing the business of medicine. The course therefore provides an introduction to the current issues facing the health care sector that integrates management tools and clinical knowledge. The objective is to provide students new insights into how modern management tools can be combined with scientific and clinical knowledge to manage health care organizations more efficiently and practice medicine more effectively. Credit 3 units. EN: S

B53 MGT 321 Health Economics and Policy
The basic tenets of health economics are covered. This course places a unique emphasis on incorporating materials from three broad source categories: textbook elements, "lay" press and media, and academic journal publications with the aim to foster application of rigorous, critical thought to media presentations of health care economics and policy issues. Credit 3 units. EN: S

B53 MGT 322 Health Care Management
The goal of the course is to develop facility in applying basic tenets of general management to actual situations and dilemmas that might be faced by health care managers, consultants, financiers, investors, innovators and providers. By 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 or approved substitution. 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 401C CEL Entrepreneurial Consulting Team
The CELect program is a consultative experiential course that provides students with the opportunity to work directly with startup businesses. 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 startup ventures to perform defined management consulting projects. In addition to the required day-long orientation and concluding sessions taught at the T-Rex incubator downtown, students will work directly with the professor and with their client companies on a consistent (but variable) schedule, depending on various 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. Each student is expected to spend 110 hours during the semester working on their project. There is a required orientation session that will be held on the second Friday of the graduate business semester. The class time listed is required time that the students must have available each week. Prerequisite: Prerequisite: Application required. Enrollment is limited. Preference on admission will be given to students who have achieved Junior or Senior status. 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 401P CEL Practicum
The CEL Practicum is a consultative experiential course that provides students the opportunity to work directly with established for-profit and non-profit in the form of a comprehensive strategic engagement around some of their most complex problems. Partnering with regional, national, or international business, students work in a four to six person teams on consulting projects, applying insights from their coursework to real-world business problems under direct faculty advising. Each student is expected to spend 150 hours during the semester project. Prerequisite: Application required.

Enrollment is limited. Preference on admission will be giving to students who have participated in MGT 401S (CEL Small Business Initiative) or MGT 401T (formerly known as MGT 460K Taylor Community Consulting Program), but is not required. Credit 3 units.

B53 MGT 401S Small Business Initiative
The CEL Small Business Initiative is a consultative experiential course that partners students with small businesses operating in areas of economic disadvantage. Existing at the intersection of business and policy, the Small Business Initiative provides students the opportunity to directly impact the St. Louis economic infrastructure through direct consultative engagement with clients whose health has downstream implications for the vibrancy of the region. Students work in a four-six person team on consulting projects, applying insights from their coursework to real-world business problems under faculty supervision. While the majority of this course involves working closely with the faculty and the CEL Fellows to serve the client, the class will meet approximately four times throughout the semester during the assigned course time. Each student is expected to spend 150 hours during the semester project. Prerequisite: Application required. Enrollment is limited. Credit 3 units.

B53 MGT 401T Taylor Community Consulting Project
The CEL’s Taylor Community Consulting Program is a consultative experiential course that partners students with local, regional, and national non-profits to support their strategic development. Students work in four-six 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 150 hours during the semester project. Prerequisite: Enrollment is limited. Credit 3 units.

B53 MGT 402 Ethical Issues in Managerial Decision Making
This course considers not only what ethical behavior means for a business entity, but how to: (i) balance competing ethical concerns against each other; and (ii) implement and sustain this balance across an organization. Readings and classwork zero in on the issues and situations most likely to put a manager in jail and the company in bankruptcy. Classes include Socratic discussion, simulations, analysis of video clips, and team tasks. The emphasis is on practical frameworks and tools managers can apply in the real world. Prerequisite: senior standing. Credit 1.5 units.

B53 MGT 405A Asian Study Tour
Individual and team research, writing, presentation, and participation in Olin’s Asian Study Tour. Includes required attendance and expected professional contributions to all corporate and government visits and briefings and other required individual and group activities. Prerequisite: admission to the Asia Pacific Internship Program. Credit 1.5 units.

B53 MGT 405S International Business Environment — Sydney
The aim of this course is to internalize and develop multicultural competency applied within personal, organizational and business contexts. Reaching this goal includes developing personal awareness, understanding of important concepts and developing
multicultural skills. The ability to recognize and overcome common pitfalls that prevent people from operating effectively within, and actually benefiting from, multicultural contexts will be explored. Prerequisite: admission to the Asia Pacific Internship Program.
Credit 3 units.

B53 MGT 418 International Business: A Euro Perspective
Examines the economic and institutional setting of Europe from a general business perspective. The economic and political structures of major countries are studied. The role of the European Economic Community examined as well as that of some major international organizations such as GATT and OECD. The primary emphasis is with countries of western Europe. Other topics: theory of customs, unions, monetary and economic integration, and multicity policy integration. Opportunities for and problems of doing business in Europe examined from both an overall strategic perspective and from the perspective of the different functional areas. Prerequisite: admission to the London Internship Program.
Credit 3 units. BU: IS

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

B53 MGT 421 Introduction to Entrepreneurship
Through case studies, frequent guest speakers, and the professor’s own experience, the real world of entrepreneurship will be brought into the classroom to provide a context for students to learn the fundamentals of founding, operating, and exiting a startup business. Students will learn new perspectives that will teach them to think like an entrepreneur. Those who are interested in the general study of entrepreneurship, those who want to be entrepreneurs, and those who would like to leverage entrepreneurial principles in other career paths are all good candidates for the course. This course can only be taken for a grade. Prerequisite: sophomore, junior, or senior standing in any school or college. 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 424 Business Planning for New Enterprises (The Hatchery)
In this course, students form teams to pursue their own or an outside entrepreneur’s commercial or social venture. The first session will feature a “Team Formation” event where students and community members pitch their ideas and opportunities to the class. During the semester, the teams are supported and advised by the Instructor, Executive Coach, and Mentor(s) as they research and develop startup plans. Academic deliverables include two presentations to a panel of judges and a complete business plan for commercial ventures or sustainability plan for social ventures. The course is open to students from all disciplines and degree programs. Most of the work will be done outside the classroom with the support of the coaches, mentors, advisors and instructor. Classes will be held once per week for the first half of the semester. Workshops and rehearsals will be required in the second part of the term. Recommended prerequisites: Introduction to Entrepreneurship (MGT 421), Introduction to Social Entrepreneurship (MGT 460L), or Entrepreneurial Engineering (EECE 480). Junior standing or higher expected.
Credit 3 units.

B53 MGT 429E Management and Corporate Responsibility
Our goal is to help managers incorporate “corporate social responsibility” demands into their actions within their firms. Assuming that no managers wish to work at a socially irresponsible company, this requires us to understand precisely what these socially responsible demands entail and how they might run counter to taking actions that increase value for the firm’s owners and make the manager. We will take care to rigorously define these socially responsible demands and subject them to philosophical and economic examination so that we can assess and implement them. This inquiry would also require us to understand the public relations and political implications of the outsiders’ perceptions about the social responsibility of the actions of the firm and its managers, with an eye toward improving these perceptions and reducing political costs.
Credit 1.5 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 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 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 is 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.
Credit 1.5 units.

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

B53 MGT 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, conflation of correlation and causation, etc.
Credit 1.5 units.

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

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

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

B53 MGT 460L Introduction to Social Entrepreneurship
The course is designed for students who are interested in how to create positive social change through market based strategies. Social entrepreneurship refers to the practice of combining innovation, resourcefulness and opportunity to address critical social and environmental challenges. Social entrepreneurs focus on transforming systems and practices to enable human potential and to create sustainable systems change. We will learn how social entrepreneurs have responded to social challenges through creating companies. What are the strengths and weaknesses of this approach compared to “traditional” nonprofit management, activism, and SR? Students will learn the basics of entrepreneurship, and focus on ways to understand and define a social problem and test various approaches to work with others on systems change. Students will learn to think like an entrepreneur, looking for opportunities and leverage, to create (social) value without many formal resources. This semester, selected students will also have the opportunity to work closely with community social entrepreneurs shortlisted
B53 MGT 491 Honors Seminar II
The second of a two-course honors seminar. Students have the opportunity to investigate current issues in business utilizing an interdisciplinary approach to their research. Seminar content varies from year to year. Prerequisite: MGT 490.
Credit 3 units.

Managerial Economics

B54 MEC 290 Microeconomics
Provides a rigorous analysis of the behavior of consumers and firms in competitive and monopoly markets; oligopoly markets are introduced. Consumer topics include preferences and utility, budget constraints, consumer optimal choice and demand curves. Firm topics include technology, cost minimization and profit maximization. The course concludes with price determination in monopoly and competitive markets, and an introduction to oligopoly and game theory. The focus of the course is on microeconomics as a decision-making tool for consumers and managers. Prerequisite: 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
This course introduces the fundamentals of international economic analysis. It provides an economic foundation to the analysis of business decisions and strategies in the global setting. Topics include introduction to the global economy; comparative advantage as the basis for international trade and sources of comparative advantage; economies of scale and imperfect competition as the basis for international trade; tariffs and other instruments of trade policy; political, legal, and institutional factors influencing international trade; balance of payments; exchange rates and the foreign exchange market; international capital flows; national competitive advantage and industrial policies; global economic competition and business strategy. Prerequisites: MEC 290 or Econ 1011, QBA 120, and admission to the Emerging Economies South American Program.
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 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 course 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, and they will also 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 this course. Classes will be held off campus in the CORTEX Innovation Community.
Credit 3 units.

B53 MGT 460O Business of Arts
The intent of the course is to provide students in art-related fields with a skill set enabling 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 towards an art business (as opposed to fashion or architecture) with the subfields included in the discussion.
Credit 3 units.

B54 MEC 292 Global Economy — South America
This course introduces the fundamentals of international economic analysis. It 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. Admission to the Emerging Economies South American Program.
Credit 3 units.
B54 MEC 292S Global Economy — Australia
Introduces the fundamentals of international economic analysis. Provides an economic foundation to the analysis of business decisions and strategies in the global setting. Topics include introduction to the global economy; comparative advantage as the basis for international trade and sources of comparative advantage; economies of scale and imperfect competition as the basis for international trade; tariffs and other instruments of trade policy; political, legal, and institutional factors that influence 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 370R Game Theory for Business (Paris)
This course 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, and bargaining. Prerequisite: MEC 290 and participating in the Business in Europe Study Abroad Program.
Credit 3 units.

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 400X 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 Industrial Economics
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

36
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 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 this course, we will go over many examples of why understanding causal relationships is important. Course goals include the following: 1) identifying proper statistical tools to tease out the deterministic processes that have generated the data in the presence of randomness; 2) identifying alternative data-generating processes that could have generated the same data; 3) understanding that observational data come from agents’ decisions and that these decisions could lead to biased
samples; 4) understanding omitted variable bias and reverse causality; 5) designing and implementing various statistical and experimental methods of addressing the basic causal-inference problem using statistical software; 6) digging deeper into the mechanisms (decision trees) that yield the causal relations; and 7) 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 430 Strategic European Luxury & Fashion Mgt**

The fashion and luxury industries are constantly in evolution. This course, which is grounded in an introduction to the sociocultural and historical studies of fashion in Europe, introduces students to the principal areas of strategic luxury fashion management and considers case studies from diverse European brands. Escalating raw material costs, economic meltdowns, and political instability play havoc. Coupled with the changing nature of the global luxury fashion client and the challenges that the internet has brought to the industry, new strategies are required to meet the demands of this fast-paced industry. This course explores and analyzes the contemporary challenges that the luxury segment of the fashion industry is currently facing and encourages students to meet them head on. The course provides a multidisciplinary approach: a solid business and strategic knowledge combined with exposure to the practical side from the stars of luxury, fashion, and contemporary cultural and art spheres. Students will also have an inspiring opportunity to explore contemporary Italian and French art, architecture and culture and their influence in the world of fashion and luxury. Prerequisites: MKT 370 and admission to the Multi-Country Study Abroad Program in Paris and Rome. 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**

This course explores the fundamental factors that are critical to the success of most retailers: merchandising, store design and display, personal selling, advertising and promotion, and 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 roles that managers play in problem solving and development of strategies are studied. Topics include positioning for success; retailing organizations; retail economics; pricing strategy; and entrepreneurial retailing. Prerequisite: MKT 370. Credit 3 units.

**B55 MKT 470E Pricing Strategies**

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

**B55 MKT 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 & willingness to supply that merchandise to that country. Students will prepare a marketing environmental analysis for some merchandise (either a new or existing service or product) of their choice from a company of their choice in London. Prerequisites: MKT 370 and admission to the London Internship Program. Credit 3 units.

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

B55 MKT 478 New Product Management
In a rapidly changing business environment 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.

B55 MKT 482 Brand Management
A brand is a promise, and this promise is often the most valuable asset of a firm. In this course, students will examine the creation and building of brand equity to create long-term profit for the firm. The course 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. Prerequisites: MKT 370 and either completion or concurrent enrollment in MKT 378 or MKT 470N. 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: MEC 290 or Econ 1011 and completion DAT 220 or ESE 403 or ESE 415 or concurrent enrollment in DAT 220 or ESE 403 or ESE 415. Credit 3 units.

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.

**B66 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 360P Organizational Behavior Within the Firm (Paris)**
This course provides a toolbox of skills that are necessary to be an effective team member and manager. It 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. This section is taught in Paris, France. Prerequisite: participation in the Business in Europe Study Abroad Program. Credit 3 units.

**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 you 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 DAT 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

B59 DAT 120 Managerial Statistics I
The first of a two-course sequence in business applications of statistics, focused on descriptive statistics, probability and distributions, inferential statistics, and linear regression. Approximately, the first quarter of the course is about descriptive statistics and applications of covariance. The second quarter is devoted to probability: basic rules, conditional probabilities, Bayes' theorem, expected values, and probability distributions. This work is followed by an introduction to sampling distributions and inferential statistics. Confidence intervals and hypothesis testing are introduced to make inferences about parameters. The last one-fourth of the course focuses on simple linear regression. Throughout the course, functions, data analysis, VBA, and solver features of Excel are introduced. Prerequisite: completion or concurrent enrollment in MATH 132.
Credit 3 units.

B59 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 220 Analytics and Modelling for Business Decisions
The primary goal of this 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, 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 301E Data Analytics in Python
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: Sophomore Standing
Credit 3 units.

B59 DAT 400A Data Management Tools for Business Decisions
This course prepares students for success in many business analyst roles. The tools covered in this course will prepare students well for roles in finance, accounting, quantitative marketing, information systems, operations, talent analytics, and others. As companies collect more data internally and augment this with external data sources, collecting, maintaining, and organizing data is becoming an essential skill for success in many roles. Developing creative reports and dashboards that are updated in real time are demanded in today's data-driven decision-making environment. While there are a plethora of tools available to support business analysts, this course focuses on VBA in Excel and SQL, two critical tools for reporting and dashboards. Students will also be introduced to Tableau, the state-of-the-art visualization software. These tools are introduced within the broader organizational data environment to provide an understanding of the role of the business analyst within the organization. Companies' data environments traditionally include enterprise resource planning (ERP) systems, customer relationship management (CRM) systems, relational databases, external data sources, data warehouses, and data cubes. Understanding the roles of each component of the data environment enables students to utilize each effectively. Prerequisites: CSE 131 and MGT 100. Corequisite: DAT 220.
Credit 3 units.