

Leadership and Management, BSIS

The Bachelor of Science in Integrated Studies: **Leadership and Management** combines the study of group and organizational cultures with a focus on how to develop and implement successful management strategies. Course work provides a foundation in leadership studies, strategic planning and finance. Students learn theories of leadership and team management while gaining essential, practical skills for successfully planning, implementing and evaluating strategies in various organizational settings.

The program prepares students for leadership roles in business, governmental and nonprofit organizations that need experts in organizational dynamics, including how to successfully engage with stakeholders and leverage internal and community resources.

This program can be completed entirely online.

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Degree Requirements

All WashU Continuing & Professional Studies (CAPS) undergraduate students must satisfy the same general-education requirements.

Students in BSIS programs must complete a certificate, tailoring their degree to their educational and professional goals. In some cases, students with extensive work experience and/or a significant number of transfer credits may have the certificate requirement waived. Requests for waiving the certificate requirement are reviewed and approved by the Vice Dean on a case-by-case basis.

Students in BSIS programs must also complete a Community Engagement course. A designated CAPS course will fulfill this requirement.

Required courses: 18 units

Code	Title	Units
CAPS-BUS 2210	Marketing Concepts	3
CAPS-BUS 3020	Leadership for Organizational Success	3
CAPS-BUS 3055	Principles of Management	3
CAPS-BUS 3130	Business Finance	3
CAPS-BUS 3210	Strategic Planning	3
CAPS-ISLA 3980	Integrated Studies Capstone: Professional Track	3
Total Units		18

Elective courses: 12 units

Selections include the following:

Code	Title	Units
CAPS-SUST 2010	Foundations and Practice of Sustainability	3
CAPS-BUS 2190	Financial and Managerial Accounting	3
CAPS-BUS 3000	Introduction to Supply Chain Management	3
CAPS-BUS 3040	Managing Organizational Risk	3
CAPS-BUS 3065	Principles of Project Management	3
CAPS-BUS 3080	International Management: Leadership Across Cultures	3
CAPS-BUS 3270	International Trade and Globalization	3
CAPS-COMM 3010	Market Research and Communications Strategies	3

Note: Business-related programs at CAPS are not accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

This program is offered either mostly or fully online. Students entering the U.S. on an F-1 or J-1 Visa must enroll in a program full time. F-1 students are only permitted to enroll in one online course per semester and J-1 students may only enroll in non-credit online courses that do not count toward their degree program. WashU Continuing & Professional Studies (CAPS) cannot guarantee face-to-face enrollment options each semester of full time enrollment, therefore cannot issue an I-20 or DS 2019 to F-1 and J-1 students for this program. If you are an F-1 or J-1 student and wish to enroll in a CAPS program while here on a Visa, please contact our recruitment team to discuss your options for face-to-face program enrollment. F-1 and J-1 students should not enroll in online courses or programs without first consulting the university's Office for International Students and Scholars (OISS).

Courses

CAPS-BUS 1020 Personal Finance

In this course students will learn how to analyze and control their own financial affairs. We will acquire a better understanding of personal finances by developing and managing a financial plan, evaluating financial and investment options, and learning about research tools for financial planning. Upon completion of the course, students will be able to evaluate the risk/return relationship of different investments, determine the correct insurance coverage needed, evaluate when a taxable or tax deferred investment is appropriate, calculate retirement needs, and develop a savings plan and household budgeting system. Credit 3 units.

Typical periods offered: Summer 4, Summer 3, Summer 2, Summer 1, Summer, Spring, Fall

CAPS-BUS 2020 Business Tools and Fundamentals

This course provides a basic introduction to Finance, Operations, Information Technology, Marketing, Communications, Sales, and Human Resources. Primarily for liberal arts students who are considering careers in for profit, entrepreneurial, and nonprofit organizations, the course is an introduction to key strategic, technical, and professional skills that are valued and often required by employers. As we analyze business cases, we will learn how to read a spread sheet, prepare a short business plan, examine how a sales cycle works, and study the role of big data. Through analyzing business cases, we also look at current practices in marketing and communications, organizational analysis, and decision making.

Credit 3 units.

CAPS-BUS 2040 Managerial Decisions: Uses and Abuses of Data Analytics

This course is designed to provide students and business professionals the vocabulary and key concepts needed to utilize data analytics and understand associated techniques for decision making. Topics include data wrangling, data visualization, assessment, modelling, and ethics associated with analytics. Students will learn to evaluate and analyze data, understanding outcomes and limitations, in order to work effectively with data scientists who design and run studies. Through assignments and projects, students will be able to examine applications of data analytics from their current work or studies.
Credit 3 units.

CAPS-BUS 2100 Entrepreneurship

This course will explore, at a practical and introductory level, the issues, concepts, and processes associated with entrepreneurship. The course is divided into three sections: the entrepreneurial environment; the required toolkit for entrepreneurs; and practical applications of entrepreneurial strategies and processes. The instructor, along with other experienced entrepreneurs, will teach the key stages of a new business venture, including developing and implementing a concept, growing and sustaining the business, and harvesting value to ensure the financial health of the enterprise. The course is ideal for students interested in starting a business, or for those who wish to apply concepts and practices of entrepreneurship to their current work.
Credit 3 units.

CAPS-BUS 2120 Introduction to International Business

Broad introduction to the field of international business: international trade, including the concept of comparative advantage; global strategies for multinational firms; foreign exchange; international financial markets and institutions; trends in economic integration; management and organizational issues. Prerequisite: U07 Econ 103.
Credit 3 units.

CAPS-BUS 2140 The Law of Business I

Contracts and negotiable instruments: formation; rights of parties involved; effects of fraud, duress, illegality, undue influence; remedies; the law of note, check draft, bill of exchange, warehouse receipt, bill of lading.
Credit 3 units.

CAPS-BUS 2190 Financial and Managerial Accounting

This course presents the study of financial and managerial applications of accounting--the language of business--for a more complete understanding of the composition of financial statements. Topics include the accounting cycle to management accounting, emphasizing the impact of accounting practices on the financial statements. Current accounting software is used as a tool for practical applications exposure.
Credit 3 units.
Typical periods offered: Fall, Summer

CAPS-BUS 2201 Supervisory Management / BJCE

Leadership fundamentals in supervisory management: individual and group behavior, techniques for preventing and solving problems; handling complaints and grievances; communication; planning and building an organization. This is a BJCE course.
Credit 3 units.

CAPS-BUS 2210 Marketing Concepts

This course explores the decision-making process associated with providing consumers with goods and services. Topics include an introduction to the field of marketing and its environment, market research, consumer behavior, product policy, branding, packaging, distribution, promotion, and pricing. We also study how the Internet has changed each of these areas.
Credit 3 units.

Typical periods offered: Fall

CAPS-BUS 2240 Introduction to Public Affairs

This course examines the relationships between the public and influential institutions, especially different levels of government and media communication networks. Students also study how changes in communications and media, including the Internet, print, and social media, have influenced the field of public affairs. Related course topics include lobbying, publishing, and entertainment, their interface with political, economic, and social issues, and their influence on the work of public affairs professionals. We also will analyze how changes in the media impact international communication, and how these influence our understanding of other cultures, regions, and countries.
Credit 3 units.

CAPS-BUS 2241 Introduction to Project Management

This course retired in favor of the 300-level version (as of SP20)
Credit 3 units.

CAPS-BUS 2250 Design Thinking: Human-Centered Approaches to Making the World

This course provides an overview of approaches to design thinking: a process of identifying, creating, and implementing solutions. Through an experiential approach, students learn methods for understanding users' needs, synthesizing complex information, identifying directives for design, generating ideas, prototyping, and communicating solutions. Methodologies will reflect multiple areas, including design, engineering, business, and anthropology. The class operates collaboratively tackling a locally relevant problem, such as active transportation or waste management. Students also explore the role of this process in business, organizations promoting social change, and education through readings, case studies, lectures, guest speakers, discussion, and written exercises. No previous experience in design is required.

Credit 3 units.

Typical periods offered: Summer

CAPS-BUS 2996 Business Elective- 200 Level

Credit 0 units.

CAPS-BUS 2999 Independent Study

Requires written permission from the coordinator in Business and the dean in University College.
Credit 3 units.

Typical periods offered: Fall

CAPS-BUS 3000 Introduction to Supply Chain Management

This introductory course is designed to familiarize the student with the subject matter of procurement, forecasting, inventory management, enterprise resource planning, quality management, location selection, and supply chain integration and performance measurement. By the end of this course, students will have a foundation in SCM, and be prepared to determine if they want to pursue a career in SCM.
Credit 3 units.

Typical periods offered: Summer 4, Summer 3, Summer 2, Summer 1, Summer, Spring, Fall

CAPS-BUS 3020 Leadership for Organizational Success

This course examines contemporary theories and principles of leadership, with an emphasis on application at all levels within the organization. Along with leadership models, we study examples of successful, creative organizations. The theories and practices we examine may be applied to a wide range of organizations, including business, nonprofit, information technology, health care, communications, and public affairs. The course content, which students apply to their own experience and workplace, draws from multiple disciplines.

Credit 3 units.

Typical periods offered: Summer 4, Summer 3, Summer 2, Summer 1, Summer, Spring, Fall

CAPS-BUS 3040 Managing Organizational Risk

In this course, students will evaluate key risk management tools and frameworks to identify, assess, monitor, and manage responses to minimize and mitigate potential adverse impacts to an organization. Emphasis will be given to common types of risks, including market, cultural, operational, and political. Through the analysis and discussion of case studies, students will learn to apply important concepts and frameworks that will deepen their understanding of how to manage organizational risk in real-life scenarios. By the end of this course, students will gain the proper skills to manage common types of risk to the overall enterprise and will be able to provide direction on how to design and implement successful risk mitigation strategies.

Credit 3 units.

CAPS-BUS 3055 Principles of Management

This course combines a strong foundation in management principles with six core managerial competencies critical for success: self-management, strategic action, planning and administration, global awareness, teamwork, and communication. We will study a number of well-known organizations to illustrate these managerial competencies. We also will explore how proactive managers respond to opportunities and challenges of global management and diversity, team-based management, service management, ethical issues, and contemporary trends in business. The course also offers self-assessment tools to help students understand and develop their own management potential for career success.

Credit 3 units.

Typical periods offered: Summer 3, Spring, Fall, Summer

CAPS-BUS 3065 Principles of Project Management

This course provides students with a foundation in project management centered on developing their skills and capabilities. Students will gain competencies in planning, controlling, scheduling, resource allocation, budgeting, and performance measurements, utilizing tools and techniques to manage challenges throughout the project life cycle. Students will also examine the roles of the project manager, project teams, and stakeholders in the development of the project scope, up to and until project closure. A hands-on group project will provide students with the experience of managing a project.

Credit 3 units.

Typical periods offered: Summer 4, Summer 3, Summer 2, Summer 1, Summer, Spring, Fall

CAPS-BUS 3080 International Management: Leadership Across Cultures

This course examines international business organizations and their managerial practices, with attention given to cultural differences, including leadership style, decision-making, negotiating, risk-taking, and training. Students also explore how cultural differences influence perceptions of corporate social responsibility, and the difference between ethical and corrupt managerial practices.

Credit 3 units.

Typical periods offered: Spring

CAPS-BUS 3088 Social and Political Strategy for Global Business

Given the ever-changing landscape of the global economy, business leaders are recognizing the need to address complex issues and make strategic decisions to fulfill short, medium, and long-term responsibilities to their shareholders and stakeholders alike. Managers need to integrate social, political, and legal strategies in conjunction with their market plans to succeed in today's business environment. This course provides an understanding of how non-market forces such as governmental regulations and policies, environmental issues, international trade policies, and the general public's preferences directly or indirectly affect a firm's productivity and overall performance. Students will learn how to launch and position products, enter new markets, and explore integrated strategies to analyze the marketplace and, ultimately, compete.

Credit 3 units.

CAPS-BUS 3090 Introduction to Resilience

Resilience signifies the capacity to adapt to changing conditions and to maintain or regain functionality and vitality in the face of disturbances whether natural (such as tornadoes, hurricanes, earthquakes) or manmade (such as civil unrest, economic downturn, aging infrastructure). This course will explore multiple aspects of resilience from social, environmental and infrastructure perspectives. Social resilience reinforces the role of communities in building resilience, environmental resilience examines the role of natural systems to serve as mentors for resilience, and infrastructure resilience looks at the role of built structures and systems in fostering resilience. We will examine common attributes that build resilience across different perspectives (social, environmental, infrastructure) and settings (e.g. city, neighborhood, building). Resilience and related course themes apply to a wide range of disciplines and experiences - environmental studies, history, urban planning, business, political science, design, to name a few - and students will be guided to apply course skills and strategies to their own interests and goals.

Credit 3 units.

CAPS-BUS 3130 Business Finance

This course is designed to survey the corporate finance discipline, examine the financial management of corporations and help students develop the skills needed to make decisions about financing, investments and dividends. Students also will be introduced to money, capital markets and institutions.

Credit 3 units.

Typical periods offered: Fall, Spring

CAPS-BUS 3191 Advertising

This is an introduction to advertising, including economic, social, and marketing factors influencing advertising objectives and strategies.

Students analyze advertising messages and design, and examine mass media systems as vehicles for advertising. We also focus on planning, buying, and scheduling of advertising media. Prerequisite: U48-210 or 211 or permission of instructor and junior standing. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates.

Credit 3 units.

CAPS-BUS 3199 Integrated Studies Capstone: A&S Professional Track

Credit 3 units.

CAPS-BUS 3210 Strategic Planning

All successful businesses have a strategy--this course will teach you how to create one. Whether you are a student who wants to understand how business works, an entrepreneur developing a business, or an experienced manager who would like to implement practical approaches to strategic planning and critical thinking, this course will help you on your journey. Leading-edge strategic planning tools and templates will help you tackle the tough issues of today and the future. The course will emphasize how to create, implement, and manage successful change within organizations. Using case studies and examples from industry leaders, you will build critical thinking skills and use fundamental principles and tools that relate to successful strategic planning and decision making. You will develop written and oral presentation skills in the context of strategic planning; understand how to motivate the organization; and design and receive feedback on a draft strategic plan that can fit almost any situation.

Credit 3 units.

Typical periods offered: Summer 4, Summer 3, Summer 2, Summer 1, Summer, Spring, Fall

CAPS-BUS 3250 History of American Business, Management, and Technology

This course is designed to introduce students to the study of the sociocultural aspects and elements in American Business, Management and Technology. Its primary focus and emphasis, therefore, is directed to understanding how the sociocultural elements and aspects of American business, management and technology have developed and evolved over time. This course will also examine how business and management have helped to influence and shape how American Society and Culture have developed and been influenced by these evolutions in business and management.

Credit 3 units. UColl: HSM, HUS

CAPS-BUS 3270 International Trade and Globalization

This course will explore globalization in the context of international trade and cross-border investments. Course topics include: forces driving globalization; economic consequences; trends in international trade and investment; effects of protectionism; government's role in world trade; international institutions such as World Trade Organization, European Union, and International Monetary Fund. In each of these areas we will consider how current global events and questions impact the international business environment.

Credit 3 units. UColl: CD

Typical periods offered: Fall

CAPS-BUS 3280 Regional Economics & Geographical Information Systems (GIS)

Classical Theories of economics are the foundation of today's regional thinking and they are the starting point of this course. Modern information technology in the form of Geographic Information Systems, Global Positioning Systems and mobile computing have combined to empower traditional theories with a penetrating pretence in application to contemporary public and private sector issues. New case study material and hands on learning practice sets drawn from spatial situations in logistics management, infrastructure design, operation and maintenance, Utilities and energy management, operations, and

maintenance, resource allocation and optimization, transportation, disaster avoidance, management, and recovery, and marketing and distribution provide customized learning examples. Prerequisite: U07 Econ 1011 (or similar introduction to microeconomic principles).

Credit 3 units.

CAPS-BUS 3290 International Trade and Globalization

Online version of the course U44 380M; fulfills the same program requirements. This course will explore globalization in the context of international trade and cross-border investments. Course topics include forces driving globalization; economic consequences; trends in international trade and investment; effects of protectionism; government's role in world trade; and international institutions such as the World Trade Organization, the European Union, and the International Monetary Fund. In each of these areas, we will consider how current global events and questions impact the international business environment.

Credit 3 units.

Typical periods offered: Fall

CAPS-BUS 3300 The Business of Communications

This course presents the business side of journalism and media organizations, from publication and creation of content to day-to-day operations. Students will study business practices and procedures of all types of media organizations, with emphasis on sales and marketing, product distribution, production, and audience identification and engagement. We also will learn to develop publications and products which speak to readers and viewers.

Credit 3 units.

CAPS-BUS 3302 Topics: Convergence of Government and Business: Cortex V. NGA Course

Credit 3 units. UColl: PSA, PST

CAPS-BUS 3310 Global Regional Economies: Economic Integration

This course examines the theory of global regional economies and the purpose and practices of integrating a geographic group of countries' economies into a common economic system of trade in goods and services, data, and mobility of people and capital. A common economy is intended to broaden and improve opportunities for the vast majority of people of a region by increasing productivity through the more efficient use of scarce resources. However, integration to a common economic system must be accomplished in the context of the social, environmental, political, and cultural changes that will occur, and these must be addressed. Analysis of implementation, practices, policies, and progress as well as comparison of various regionally integrated economies are achieved through the research of performance data.

Credit 3 units.

Typical periods offered: Fall

CAPS-BUS 3993 Internship in Business

Requires Internship Agreement Form, signed by Department Coordinator and Dean in University College

Credit 3 units.

Typical periods offered: Summer

CAPS-BUS 3996 Business Elective - 300 Level

Credit 0 units.

CAPS-BUS 3999 Independent Study

Requires instructor and program coordinator/director permission.

Credit 3 units.

Typical periods offered: Summer 4, Summer 3, Summer 2, Summer 1, Summer Half B, Summer Half A, Summer, Spring, Spring Intersession, Fall Half B, Fall Half A, Fall

CAPS-BUS 4000 Internship

Credit 3 units.

CAPS-BUS 4142 Community Development and Environmental Preservation Through Entrepreneurial Collaboration II

A continuation of the on-campus Community Development & Environmental Preservation through Entrepreneurial Collaboration, which is offered in the spring, this field course takes place in Madagascar. Selected students will work in teams to refine and implement the plans developed in the on-campus course, communicate with community members to ensure sustainability, and measure the outcomes of previous projects. Teams will work with the Missouri Botanical Garden (MBG) Community-Based Conservation Program, Malagasy partners, NGOs, and members of specific rural subsistence communities. Students prepare reports for use by MBG, their partners, and future student groups, keep field notes, and develop a poster presentation. Enrollment is limited, and interested students are required to apply in late February. Those accepted must register by late March. Pre-requisite: Community Development & Environmental Preservation through Entrepreneurial Collaboration.

Credit 3 units.
