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## **COURSE DESCRIPTIONS**

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## ACCOUNTING AND TAXATION COURSE DESCRIPTIONS

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### Accounting Faculty

To learn more about the accounting faculty,  
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### **ACCN 2010 Financial Accounting\*\***

*Open to first-year students in their second semester and above*

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

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

*Prerequisite: ACCN 2010*

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

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

*Prerequisite: ACCN 2010; sophomore standing or above*

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

### **ACCN 4100 Auditing**

*Prerequisite: ACCN 3100*

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

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

*Prerequisite: ACCN 3100*

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

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

*Prerequisite: ACCN 3100*

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

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

*Prerequisite: FINE 3010; junior standing or above*

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

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

*Prerequisite: ACCN 3010; junior standing or above*

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

### **ACCN 4150 Accounting Information Systems**

*Prerequisite: ACCN 3010, junior standing or above*

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

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

## ACCOUNTING AND TAXATION (CONTINUED)

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### **ACCN 4550 Internship**

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

### **ACCN 4560 Professional Accounting Practicum**

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

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

### **ACCN 4910 Independent Study**

*Prerequisites: Minimum cumulative GPA of 3.333 or higher; senior standing*

Freeman School seniors who demonstrate academic excellence are allowed to pursue an Independent Study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences, as needed, with the supervising faculty. An Independent Study requires the approval of the supervising instructor and the Associate Dean for Undergraduate Education. The credit does not apply towards the Accounting major requirements for a BSM degree; the independent study counts as Business elective credit only. Interested students should contact the Office of Undergraduate Education at the Freeman School.

### **TAXN 4100 Business Taxation**

*Prerequisite: ACCN 3100*

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

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

## CAREER DEVELOPMENT AND MANAGEMENT (CDMA) COURSE DESCRIPTIONS

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Credits awarded for the CDMA courses will not count towards the 122 minimum credits needed for the BSM degree.

### **CDMA 1010 Taking Stock of Career Interests and Skills**

In this course, students will complete an online Career Interest Inventory before class and will receive feedback on how their academic interests will support their future professional careers. They will learn how to take stock of the skills they already have, and will use them to create effective resumes and to plan their career paths. A representative from the Turchin Library at Freeman will discuss the importance of doing research and targeting future employers. Guest speakers from a variety of academic and career backgrounds will visit each class to share their personal career journeys and answer student questions. *Please note that this course is for BMSI students only, and the Freeman School offers the course only in the summer.*

### **CDMA 1110 Building and Implementing a Career Search Strategy**

*Prerequisite: CDMA 1010*

In this course, students will learn about networking, building an effective social media presence, and identifying the different kinds of interviews as preparation for an eventual career search. They will have an opportunity to practice networking and interviewing in peer groups, and guest speakers from a variety of academic and career backgrounds will visit each class to share their personal career journeys and answer student questions. *Please note that this course is for BMSI students only, and the Freeman School offers the course only in the summer.*

### **CDMA 1201 Career Development and Management\*\***

This course assists students with career exploration and prepares them to be competitive candidates during the internship and job search processes. Student preparation includes learning how to write an effective resume and cover letter, researching job opportunities, and refining interview performance. The course will also provide students with knowledge of how to transition successfully into the work place and perform well in a professional environment. Students will develop Career Toolkits that will serve as a resource for piloting their career progressions.

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

## ENERGY COURSE DESCRIPTIONS

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### **ENRG 4001 Energy Seminar**

The course will focus on the opportunities and challenges for businesses operating in a low carbon environment. What are the strategies that businesses will pursue and what are the consequences of those strategies? The course will examine California's strategy to reduce carbon output by fifty percent by 2030. How does that strategy affect the state's economy and energy companies such as Pacific Gas and Electric? Students will learn how to develop and apply these business strategies and others within the context of a case study involving Louisiana's attempt to reduce its carbon footprint. The course will feature speakers that are C-suite corporate executives, sustainability experts, and environmental advocacy experts.

### **ENRG 4100 Energy Markets, Economics, and Policy** *Prerequisites: ECON 1020; sophomore standing or above*

The course covers a range of energy-related topics, including history of the industry, major challenges and policy issues facing the industry, company profiles and strategies, energy economics, energy regulatory environment, energy markets, energy technology, and the environment and sustainable development. An Executive Speaker Series is an integral component of the course. Students must complete a group paper and presentation, and write an individual paper on an energy subject jointly agreed upon by the professor and the student.

### **ENRG 4110 Energy Financial Modeling** *Prerequisites: FINE 3010, MGSC 3010*

This course makes the connection between learning textbook Finance principles and solving real-world business problems. The course translates textbook Finance into a practical set of tools for solving actual business problems. The course focuses on applications in the Energy industry, with an emphasis on financial modeling of exploration and production (E&P) companies. The course provides students a patterned map for solving common financial models with spreadsheets. Class members will examine each model and the professor will guide each student, step-by-step, through the model and show how it can be solved in MS Excel. Areas covered include financial statement analysis, cash flow analysis, and valuation for E&P companies. The applications are particularly appropriate in equity research and investment banking for energy companies. The course will cover Visual Basic applications. Students must have a good grasp of Excel before taking this class.

### **ENRG 4200 Energy Fundamentals and Trading** *Prerequisites: FINE 3010, MGSC 3010; junior standing or above*

The course will cover the fundamentals of energy production, transportation, refining, and related marketing and trading activities. It will also cover the structure of physical and financial markets, risk management practices, and portfolio modeling. The course will include interactive trading, in the University's new state-of-the-art trading facility. It will focus on the futures market of the New York Mercantile Exchange (NYMEX) to test student-developed trading strategies, mark-to-market models, and options and risk management tactics used in today's fast-paced, energy trading environment.

### **ENRG 4300 Advanced Energy Trading and Finance** *Prerequisites: FINE 4140 or instructor approval*

This course is about trading financial assets. It is intended for students who expect to take trading jobs, but is also relevant for all students who expect to trade securities. The course examines the application of technology to implement financial theories and models. It uses a combination of lectures and exercises conducted in the school's state-of-the-art trading facility to make students comfortable with how to construct trading strategies and how to use contemporary models to price and hedge derivative securities.

### **ENRG 4410 Energy and Environmental Economics** *Prerequisites: ECON 1010, ECON 1020; Co-requisite: ENRG 4100*

This course provides an overview of the economic principles used in analyzing energy markets and examines environmental issues important to this sector. Students in this class will learn to apply fundamental tools of micro and macro-economics to study business and public policy issues involved in the oil, natural gas, and electric industries, including renewable energy sources. The course will cover the fundamentals of externalities in the energy industries and demonstrate how to evaluate the impact of various environmental policies. Students will evaluate incentive compatible mechanisms and efficient environmental regulation design. In addition, students will study a number of industry-specific cases and critically analyze typical problems in each industry. Students will apply economic reasoning to unravel popular fallacies and explore doomsday scenarios, such as peak oil, fallacy of common-use resources, technical vs. economic potential of energy technologies, and others.

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

## ENERGY (CONTINUED)

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### **ENRG 4610 Energy Trading: Electric Power Markets**

*Prerequisites: ENRG 4100 or ENRG 4110 or ENRG 4200 or instructor approval*

This course covers the fundamental concepts necessary to maintain and operate an efficient, wholesale electric power market. Through in-class simulations, students will apply concepts from operations management, economics, risk management, and negotiations to manage physical and financial power portfolios. Lecture topics will include deregulation/industry segmentation, security constrained economic dispatch (including unit commitment and scheduling), locational marginal pricing, resource development (including traditional thermal and renewable resources), and contract negotiation. Instructor-led case studies will review historic successes and failures of deregulated energy firms. Successful completion of this course will provide students with a firm understanding of electric power market operations and portfolio management.

### **ENRG 4710 Energy Portfolio Management**

*Prerequisites: FINE 4110, FINE 4120*

This course teaches students how to select and analyze companies in the Energy sector and use this knowledge to study and build investment portfolios of energy assets (an Energy sector fund). After taking this course, students should be able to apply to Energy stocks the same key investment concepts and theories that asset management professionals use. Students will learn how professional equity analysts value energy companies; be able to accurately calculate and interpret key quantitative values and evaluate energy assets; apply stock selection criteria to identify investments suitable for an energy sector fund; study and build portfolios using different energy assets and investment styles; and evaluate portfolios against benchmarks and other metrics, including expected return, risk, and other financial measures.

### **ENRG 4730 Energy Investment Banking**

*Prerequisites: FINE 3010, MGSC 3010*

Energy Investment Banking is a course that is intended for those students who wish to be introduced to, learn about, and implement the concepts and methodologies of energy investment banking as currently practiced in the investment banking industry. It builds on the core Finance topics covered in Financial Management. The course will cover corporate financial strategy in the context of capital raising alternatives available to actual E&P and Oilfield Services companies that operate in the energy industry. It will also cover key concepts and methods of valuing energy companies, and analyzing, proposing, and completing financing for energy companies. The financing types that students will examine and thoroughly discuss will include initial public offerings, follow-on equity offerings, merger and acquisition engagements, long-term debt issuance, and strategic financial advisory services. Students will be required to develop, present, and discuss financing alternatives for selected companies operating in the energy space.

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

## FINANCE COURSE DESCRIPTIONS

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### Finance Faculty

To learn more about the Finance faculty,  
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### **FINE 3010 Financial Management\*\***

*Prerequisites:* ACCN 2010, ECON 1010, MATH 1140 or Math 1230, MATH 1150 & 1160\* or 1210, MCOM 3010\* (\*students admitted fall 2014 and later);  
*Pre- or co-requisites:* ECON 1020, CDMA 1201

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

### **FINE 4001 Private Equity Seminar**

The Private Equity Seminar will provide undergraduate students with a comprehensive overview of the private equity industry. Students will have the opportunity to hear from and interact with professionals in the industry. Speakers will include practitioners from private equity funds, family offices, independent sponsors, and limited partners. Topics covered will include fundraising, sourcing and analyzing investment opportunities, valuation, financial modeling, deal structuring, letters of intent, due diligence, portfolio company monitoring, board representation, evaluating investment performance, and liquidity options. The class will be a mix of panel discussions, lectures, case studies, exercises, and student presentations. Students will complete team projects as well as individual assignments.

### **FINE 4002 Industry Real Estate Projects Seminar**

The Industry Real Estate Projects Seminar will provide “a real estate experience” to expand a student’s understanding of the industry and will assist students to appreciate that the industry’s dynamics are based on applications of finance & economics principles. The course is a combination of classroom instruction and intensive exploration of one real estate property via a case competition.

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

*Prerequisites:* FINE 3010, MGSC 3010

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

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

*Prerequisites:* FINE 3010, MGSC 3010

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

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

*Prerequisites:* FINE 3010, MGSC 3010

This course deals with the analysis of fixed income securities. Topics include valuation of different bond types, calculation of yield to maturity and total returns, accrued interest, day-counting rules, measurement of interest rate risk (duration and convexity), term structure of interest rates, money markets, mortgages and the concept of pass-through securities, and management of interest rate risk through fixed income derivatives. Students will explore theoretical aspects and applications of theory. The professor may also introduce spreadsheet modeling in the above areas.

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

*Prerequisites:* FINE 3010

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

### **FINE 4140 Risk Management**

*Prerequisites:* FINE 4100, FINE 4110, FINE 4120

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

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

## FINANCE COURSE DESCRIPTIONS (CONTINUED)

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### **FINE 4145 Advanced Trading**

*Pre or Corequisite: FINE 4140*

This course is about trading financial assets. It is intended for students who expect to take trading jobs, but is also relevant for all students who expect to trade securities. The course examines the application of technology to implement financial theories and models. It uses a combination of lectures and exercises conducted in the school's state-of-the-art trading facility to make students comfortable with how to construct trading strategies and how to use contemporary models to price and hedge derivative securities.

### **FINE 4160 Equity Analysis/Burkenroad Reports**

*Prerequisites: ACCN 3100; Corequisite: FINE 4110*

Students must apply to Burkenroad Reports, and enrollment is by invitation only. Enrollment is limited to Finance majors who are in the second semester of their junior year or first semester of their senior year, and who have minimum 3.000 cumulative and business grade-point averages. In this valuable hands-on course, teams of three or four students meet with top management, visit company sites, develop financial models, and publish in-depth investment research reports on public companies. The reports become available at [www.burkenroad.org](http://www.burkenroad.org) and are distributed to more than 20,000 institutional and individual investors. Students are also responsible for introducing company management at the Burkenroad Reports Investment Conference each spring. The companies are located in Alabama, Florida, Georgia, Louisiana, Mississippi, and Texas.

**Note:** *Enrollment open by application only.*

### **FINE 4170 Financial Modeling**

*Prerequisites: FINE 3010, MGSC 3010*

This course makes the connection between studying textbook Finance theory and solving real-world business problems. The course provides students with a “nuts and bolts” guide to solving common financial problems by building financial models in spreadsheets. Topics include pro-forma financial forecasts, modeling stock prices, user-defined functions in VBA, and Monte-Carlo simulation. In addition, the professor may explore other Finance problems.

### **FINE 4190 Commercial Bank Management**

*Prerequisite: FINE 3010*

FINE 4190 explores emerging institutional changes as they relate to the structure of commercial banks. Topics include asset and liability management, loan evaluations and policies, investment policies and management, and financial analysis of banks.

**Note:** *This course cannot be used as one of the three required Finance electives towards the Finance major. This course can be used as a Business elective or free elective towards the BSM degree.*

### **FINE 4210 Real Estate Planning and Development**

*Prerequisites: FINE 4100; senior standing*

FINE 4210 places the student in the role of a real estate project manager using the tools of the developer, entrepreneur, and business person. The primary responsibility of the principal or consultant in a real estate venture is to manage all resources efficiently and effectively. The course will examine current professional development in real estate and explore the decision-making process under changing economic conditions, environmental expectations, and Federal and state tax legislation.

**Note:** *This course cannot be used as one of the three required Finance electives towards the Finance major. This course can be used as a Business elective or free elective towards the BSM degree.*

### **FINE-4250 Applied Portfolio Management**

*Prerequisite: FINE 4100, FINE 4110*

The course provides a practical introduction to applied portfolio management and trading, using a combination of lectures and the software platform, ALPHABETA. The software has been developed to provide a common platform for students and professionals, and everything students will learn in this course is used by leading real-world portfolio managers. Portfolio managers make their decisions based on strong academic theory and research. In this sense, the course is for students who wish to learn modern and real world portfolio management strategies.

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



## FINANCE COURSE DESCRIPTIONS (CONTINUED)

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### **FINE 4260 Financial Intermediaries**

*Prerequisites: FINE 3010, FINE 4110; junior standing and above*

This course is designed to give students a thorough understanding of the financial intermediaries that allow capital markets to function efficiently. Topics will include (but may not necessarily be limited to) the Federal Reserve, commercial banking, insurance companies, mutual funds, ETFs, hedge funds, and investment banking. Students who meet the course requirements will leave with a clear understanding of what intermediaries do, how to evaluate or value intermediaries, and what issues they currently face.

### **FINE 4350 Aaron Selber, Jr. Course on Hedge Funds**

*Prerequisites: FINE 4110; senior standing*

This course introduces students to the broad field of alternative investing through an in-depth analysis of hedge fund investments. As part of the course, students will study a variety of applied case studies and relevant academic research papers in the subject. Leading practitioners in the hedge fund investment industry will visit the class as guest lecturers and mentors to students to help them build their foundations of knowledge. Ultimately, students will work in teams to develop a prospectus for a hypothetical new hedge fund. Students will compete in a simulated conference to raise committed capital for their newly created hedge fund.

**Note:** Enrollment open by application only.

### **FINE 4410 Personal Finance**

This course is for students who want to increase their understanding of personal finance concepts. The course focuses on personal financial decisions such as investments, taxes, insurance, inflation, mortgages, and credit, and it examines basic financial and economic concepts the media covers. The course objective is to make students financially literate, with the knowledge, skills, and confidence to take charge of their financial futures. Enrollment is limited to business minor students only, and the course does not count toward the BSM degree.

### **FINE 4411 Aaron Selber, Jr. Course on Alternative Investments**

*Prerequisites: FINE 4100 and FINE 4110*

This course introduces students to the broad field of alternative investing through an analysis of hedge funds and their strategies. Specifically, the course focuses on an in-depth exploration of the strategy of investing in distressed debt. As part of the course, students will study a variety of applied case studies and leading-edge academic research papers on the subject. Leading practitioners in the alternative investment industry will visit the class as guest lecturers and mentors to the students to help them build their foundation of knowledge. Ultimately, students will work in teams to develop a pitch book that will analyze a distressed company and “pitch” an idea for investment in that company’s debt

and/or equity through a variety of strategies that students will discuss during the course. **Note:** Students must apply for enrollment in this course.

### **FINE 4550 Internship**

Freeman School majors may elect to do a Business Internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The Internship must be related to one of the majors offered through the BSM program, and the Internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Career Management Center for instructions. Students receive a grade of Satisfactory/Unsatisfactory for the Internship upon submitting a paper/evaluation to a supervising faculty member in the Career Management Center. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

### **FINE 4600 Cases in Valuation and Financing**

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

An applications-oriented course, FINE 4600 typically deals with cases involving working capital, mergers, corporate valuation, and capital budgeting analysis and planning. The course reinforces and applies concepts and techniques from Accounting and Financial Economics in a practical setting. It also includes credit analysis for bank lending.

## FINANCE COURSE DESCRIPTIONS (CONTINUED)

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### **FINE 4620 Investment Banking for Financial Firms**

*Prerequisite: FINE 4100; junior standing*

This applications-oriented course builds upon the valuation concepts students learned in FINE 4100 (Advanced Financial Management) and applies them to investment-banking-style analysis for financial firms. Financial firms have unique asset, liability, risk, and regulatory attributes that make them fundamentally different from other firms; as a result, they are often challenging to value. In this course, students will construct financial firm valuation models to later integrate into full-scale merger and acquisition analyses. Additionally, the instructor will use case studies based on banks, insurance companies, real estate investment trusts (REITs), asset management companies, and other financial services companies to demonstrate varying business models, proper valuation, and the overall acquisition and integration of financial firms. The course will be particularly helpful for students with an interest in working as buy-side or sell-side financial analysts covering the financial sector. It will also provide insights into understanding the business models of financial firms, which should be valuable to students who aspire to work for firms in the financial sector.

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

*Prerequisites: FINE 3010; senior standing;*

*Corequisite: FINE 4100 or FINE 4600*

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

### **FINE 4910 Independent Study**

*Prerequisites: Minimum cumulative GPA of 3.333 or higher; senior standing*

Freeman School seniors who have demonstrated academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences with the supervising faculty, as needed. An Independent Study requires the approval of the supervising instructor and the Associate Dean for Undergraduate Education. The credit does not apply towards the Finance major requirements for a BSM degree; the Independent Study counts as Business elective credit, only. Interested students should contact the Office of Undergraduate Education at the Freeman School.

### **FINE 4990 Finance Honors Thesis (fall semester only)**

This course is the traditional thesis option for the Finance area. Students enrolled in this course will begin their theses in the fall semester. They will conclude their theses in FINE 5000 in the spring semester.

### **FINE 5000 Finance Honors Thesis (spring semester only)**

*Prerequisite: FINE 4990*

This course is the traditional thesis option for the Finance area. Students enrolled in this course will conclude their theses in the spring semester. They will start the theses in FINE 4990 in the fall semester.

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

## LEGAL STUDIES IN BUSINESS COURSE DESCRIPTIONS

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### Legal Studies Faculty

To learn more about the Legal Studies faculty,  
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### LGST 3010 Legal, Ethical, and Regulatory Environment of Business\*\*

*Prerequisites: ECON 1010, MCOM 3010 (students admitted fall 2014 and later); sophomore standing. A writing intensive component is included in this course.*

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

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

*A writing intensive component is included in this course.*

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

### LGST 3890 Service Learning (Add-on Component) a/k/a Court Watch

*Corequisite: LGST 3010, LGST 4100, LGST 4110, LGST 4120, LGST 4140, LGST 4150, LGST 4160, LGST 4170, LGST 4180, LGST 4210, MKTG 4275; junior standing or above*

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

### LGST 4100 Business Law

*Prerequisite: LGST 3010*

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

### LGST 4110 Legal Writing and Research

*Pre- or Corequisite: LGST 3010*

LGST 4110 develops fundamental legal writing skills and acquaints the student with the basic resources of computerized legal databases. Students learn the techniques of legal problem-solving and practice how to research and draft legal memoranda and briefs through a series of progressively more complex written assignments. This course is required for the Legal Studies in Business major.

### LGST 4120 International Business Law

*Prerequisite: LGST 3010*

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

### LGST 4140 Insurance and Risk Management

*Prerequisite: LGST 3010, FINE 3010*

LGST 4140 helps students navigate the ever-changing landscape of identifying and analyzing risk. Students learn how to manage risk through insurance and finance techniques that are integral to a firm's overall risk management plan. This class also shows students how risk management impacts important financial decisions through techniques such as loss control, risk retention, and risk transfer. An added focus on speculative risk management, in addition to current insurance coverage, makes this class essential for managers who need to understand risk.

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

## LEGAL STUDIES IN BUSINESS COURSE DESCRIPTIONS (CONTINUED)

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### **LGST 4150 Real Estate Law**

*Prerequisite: LGST 3010*

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

### **LGST 4160 Law of E-Commerce**

*Prerequisite: LGST 3010*

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

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

*Prerequisite: LGST 3010*

LGST 4170 examines legal issues associated with the hiring process, such as recruitment, background checks; eligibility; hiring and promoting; and managing a diverse workforce, including affirmative action, harassment, and accommodations. The course also covers conditions of employment such as pay, benefits, terms of employment, and so forth; managing performance; and terminating an employee, including terminating union, non-union, and public sector employees.

### **LGST 4175 White Collar Crime**

*Prerequisite: LGST 3010*

LGST 4175 examines white-collar crime, which is a significant problem in the business world. Major corporations and financial institutions fail because of unlawful activities, resulting in huge financial losses to Federal, state and local governments, as well as to private organizations and individuals. Whether students plan to pursue careers in business or law, they will need to be familiar with at least the basics of white-collar criminal law. This course covers a variety of subjects, including substantive criminal law, inchoate offenses, the attorney-client privilege, business ethics, and corporate criminal liability, as well as a number of specific offenses such as fraud, obstruction of justice, bribery, environmental crime, computer crimes, currency crimes, insider trading, and RICO.

### **LGST 4180 Sports and Entertainment Law**

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

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

### **LGST 4200 LSAT Review**

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

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

## LEGAL STUDIES IN BUSINESS COURSE DESCRIPTIONS (CONTINUED)

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### **LGST 4210 Mock Trial**

*Prerequisite: LGST 3010; junior standing*

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

### **LGST 4550 Internship**

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

### **LGST 4910 Independent Study**

*Prerequisites: Minimum cumulative GPA of 3.333 or higher; senior standing*

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

### **LGST 4990 Legal Studies in Business Honors Thesis (fall semester only)**

This course is the traditional thesis option for the Legal Studies in Business area. Students enrolled in this course will begin their theses in the fall semester. They will conclude their theses in LGST 5000 in the spring semester.

### **LGST 5000 Legal Studies in Business Honors Thesis (spring semester only)**

*Prerequisite: LGST 4990*

This course is the traditional thesis option for the Legal Studies in Business area. Students enrolled in this course will conclude their theses in the spring semester. They will start the theses in LGST 4990 in the fall semester.

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

## MANAGEMENT COMMUNICATION COURSE DESCRIPTIONS

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

*Prerequisite: ENGL 1010*

*Open to first-year students in their second semester and above*

Open to first-year students in their second semester and above

This course includes a writing intensive component.

Emphasizing a problem-solution approach, MCOM 3010 focuses on often overlooked—but essential—business writing skills, including grammar, punctuation, organization, etc.

Through case exercises and focused assignments, MCOM instructors teach students to produce professional written documents and deliver oral presentations; analyze various communication purposes, strategies, and audiences; and work effectively in teams. Some sections of this course will satisfy one of the University's Public Service requirements and will provide an additional Public Service credit.

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

*Prerequisite: ENGL 1010*

This course includes a writing intensive component.

This option is open to Tulane Honors Program students.

Students enrolled in this section of the course must complete additional assignments and requirements. Please see the description of MCOM 3010 for an overview of the course.

### **MCOM 3100 Social Media**

*Prerequisite: MCOM 3010; junior standing and above*

Using case studies and real-world examples from large corporations and small business, students explore current and future ways professionals communicate through online social networks, user-generated content, and content sharing. This course looks at these new channels of communication that make up social media and the Web, and it explores how these tools fit into a company's traditional integrated communication strategy.

### **MCOM 3200 Conscious Business Practices and Positive Impact Strategies Seminar**

The goals of this course are to make the student a positively, penetrating and powerful participant in their personal and professional lives, through exploration of positive business practices, meditation, communication, positivity, and negotiation. Students will acquire the skills and abilities to be a positive force in personal and professional settings. Learn to meditate, communicate, collaborate, activate creativities, enhance intuition, marshal resources and integrate the highest possibilities and business opportunity. Explore the methods and means to entrepreneurially address issues in need of service, support, advance, and expansion. Develop frameworks and strategies for paramount personal impact and purposeful satisfaction.

### **MCOM 3300 Organizational Communication**

*Prerequisites: Business students only, junior or senior standing, and MCOM 3010.*

This course emphasizes the development of critical-thinking, communication, and team-building skills among students and focuses on enhancing team dynamics, leadership, and communication. For six weeks, students will engage in a global virtual team experience with students from other universities and other countries. As a result, students will know how to work in a virtual work environment using virtual collaboration tools (IBM Connections), manage a virtual team processes and collaboration, and develop leadership skills. Using case studies, we will explore crisis communications and corporate social responsibility as they relate to team coordination, leadership, and ethics. The course complements individual communication skills students have developed in other courses.

*Prerequisites: Business students only, junior or senior standing, and MCOM 3010.*

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

*Corequisite: MCOM 3100; junior standing and above*

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

**Note:** *Students who wish to complete the Public Service component to receive credit for the upper-level requirement must take MCOM 3100 concurrently with the Public Service course in their junior year.*

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

## MANAGEMENT COURSE DESCRIPTIONS

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### Management Faculty

To learn more about the Management faculty,  
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### MGMT 3010 Organizational Behavior\*\*

*Prerequisites: ECON 1010, ECON 1020, MCOM 3010 (students admitted fall 2014 and later); sophomore standing or above. This course includes a writing intensive component; Pre- or co-requisites: CDMA 1201*

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

### MGMT 3380 Business Ethics

*Prerequisite: MGMT 3010*

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

### MGMT 4001 Hospitality Seminar

The hospitality industry fuels the global economy and is a major contributor to growth in both developing and developed countries. Globally the industry contributes \$7.6 trillion to GDP. In New Orleans alone, the industry provides almost 90,000 jobs, and visitors to our city spent \$7.4 Billion in 2016. Today hospitality is more important than ever before and it has become a critical source of innovation for companies in all industries. Hospitality is a mechanism to create and capture customer value through experience, and has become important in many industries including technology, healthcare, financial services and education. From Apple to Walmart, from Amazon to Wells Fargo, companies are increasingly focused on hospitality as a mechanism to create market differentiation, build customer value, and provide a sustainable competitive advantage. This course takes a deep dive into entrepreneurial hospitality and examine how hospitality is driving customer experience in a wide variety of companies. The course provides a hands-on opportunity to learn from experts, entrepreneurs, and industry leaders.

### MGMT 4010 Strategic Management\*\*

*Prerequisites: All 3000-level BSM core classes, enrollment limited to students with senior standing, with priority given to graduating seniors.*

*MGMT 4010 must be taken concurrently with MGMT 4900.*

*Together, these courses serve as the Business Capstone Experience.*

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

### MGMT 4010 Strategic Management\*\* (Honors Course) – Fall semester only

*Prerequisites: All 3000-level BSM core classes, enrollment limited to students in the Tulane Honors Program with senior standing.*

*MGMT 4010 must be taken concurrently with MGMT 4900.*

*Together, these courses serve as the Business Capstone Experience.*

This section of MGMT 4010 is for BSM students in the Tulane Honors Program. In this section, Honors Students will take on the role of an executive, while running a company through a complex simulation throughout the semester. Students will earn honors level credit for this section of MGMT 4010, only.

### MGMT 4110 Cases in Entrepreneurship

*Prerequisite: Sophomore standing and above*

MGMT 4110 reviews 13 actual business cases. A visiting CEO (or other top executive) and the professor teach each case jointly. The class explores problems and opportunities encountered in searching, evaluating, and acquiring new and ongoing ventures. Students will further develop analytical skills in Finance, Accounting, Business Analysis, Management, and Marketing that they have acquired in other courses. Brainstorming sessions will challenge and improve students' innovative thinking, while assignments and presentations will hone their business communication skills. Discussion of entrepreneurship, family business, and small business management will give students an overview of the alternatives to traditional corporate employment. Most importantly, students will interact with top-level executives who are role models from whom the students can learn how to be successful entrepreneurs.

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

## MANAGEMENT COURSE DESCRIPTIONS (CONTINUED)

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

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

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

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

*Prerequisites: MATH 1140, PSYC 1000; junior standing or above*

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

### **MGMT 4140 Entrepreneurial Management**

*Prerequisite: Sophomore standing and above*

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

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

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

This course takes a strategic planning perspective to investigate environmental management issues in the context of assessing and responding to competitive and social forces.

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

### **MGMT 4160 Leadership**

*Prerequisites: MGMT 3010; junior standing or above*

The purpose of this course is three-fold. First, students will develop a general understanding of leadership theories and gain insights into their own leadership traits. Second, students will use theories to help analyze real-world cases involving both successful and unsuccessful examples of leadership. Finally, students will practice their own leadership skills as they lead their teams in a variety of exercises and projects. Course includes a mandatory service learning component, MGMT 4896.

### **MGMT 4170 Negotiations**

*Prerequisites: MGMT 3010; junior standing or above*

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

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

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

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

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



## MANAGEMENT COURSE DESCRIPTIONS (CONTINUED)

### **MGMT 4200 Student Venture Accelerator 1**

*Prerequisites: all BSM core 3010 classes*

In this course, students will develop an understanding of the resources, strategies, and management skills required to launch a new business -- and some students will have the opportunity to create viable ventures that they can pursue through Student Venture Accelerator 2 in a subsequent semester. Working out of the Lepage Center's Student Venture Incubator, students will have the opportunity to take an idea from its earliest inception to analyze potential product-market fit. Throughout this course, student teams will work on their new ventures by developing a business model and business strategy; creating financial, marketing, sales, and hiring analyses; developing your founding documents and policies; setting up charts of accounts; and developing a new venture pitch.

### **MGMT 4210 Student Venture Accelerator 2**

*Prerequisites: all BSM core 3010 classes*

In this course, students will deepen their understanding of the resources, strategies, and management skills required to launch a new business — with a goal of creating a profitable venture that they can pursue well beyond the end of the course. Working out of the Lepage Center's Student Venture Incubator, students will have the opportunity to take an idea to fruition by undertaking customer interviews to test your ideas, determine product-market fit, and obtain their first paying customers. Throughout this course, student teams will work on their new ventures by improving the business model and business strategy; developing financial, marketing, sales, and hiring plans; finalizing founding documents and policies; refining charts of accounts; and preparing for a board meeting simulation. To support the launch of each new venture, the professor, a team of mentors that includes entrepreneurs/executives-in-residence, and the Lepage Center's expert network will provide coaching, referrals, and guidance that will be customized to the unique challenges facing each startup.

### **MGMT 4550 Internship**

Freeman School majors may elect to do a Business Internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The Internship must be related to one of the majors offered through the BSM program, and the Internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the Internship, the student must visit the Career Management Center for instructions. The final grade for the Internship is given on a Satisfactory/Unsatisfactory (S/U) basis when the student

submits a paper/evaluation to the supervising faculty member in the Career Management Center. This course is normally offered during the summer and fulfills the "curricular practical training" option for students with F-1 visa status.

### **MGMT 4600 Strategic Consulting**

*Pre- or corequisite: MGMT 4010; senior standing*

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

### **MGMT 4610 Management of New Ventures**

*Pre- or corequisite: MGMT 4010; senior standing*

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

### **MGMT 4890 Management of Technology and Innovation Public Service (Add-on Component)**

*Prerequisite: MGMT 3010; Corequisite: MGMT 4180; junior standing or above*

This course requires students to complete an Eco Challenge Project where they will develop a plan that utilizes the latest technologies to have the Metropolitan New Orleans area run on totally renewable energy. This public service experience will add to students' knowledge and experience by allowing them to see—firsthand—the needs of the community, and meet the challenges in transforming the city to an area sustained entirely through renewable resources.

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

## MANAGEMENT COURSE DESCRIPTIONS (CONTINUED)

### **MGMT 4891 Dimensions in Human Resources Management Service Learning (Required Add-on Component)**

*Prerequisite: MGMT 3010; Corequisite: MGMT 4130; junior standing or above*

Student teams will work with the partnering organization on a Human Resources-related project relevant to the needs of that organization. The teams will work in close coordination with the organization and the professor. The semester-long project will result in end-of-semester team presentations, and each team will submit a written report.

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

*Prerequisite: MGMT 3010; Corequisite: MGMT 4160; junior standing or above*

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

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

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

*MGMT 4900 must be taken concurrently with MGMT 4010. Together, these courses serve as the Business Capstone Experience.* This course includes a writing intensive component.

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

work effectively and contribute as team members.

In this course, students will be required to take a comprehensive exam known as the ETS® Major Field Test for the Bachelor's Degree in Business, and this exam is part of the course grade. The exam contains 120 multiple-choice questions designed to measure a student's subject knowledge and ability to apply facts, concepts, theories, and analytical methods. Some questions are grouped in sets and based on diagrams, charts, and data tables. The questions represent a wide range of difficulty and cover depth and breadth in assessing students' achievement levels. The test covers the following areas (coverage): Accounting (~15%), Economics (~13 %), Management (~15%), Quantitative Business Analysis (~11%), Information Systems (~10%), Finance (~13%), Marketing (~13%), Legal and Social Environment (~10%) and International Issues (overlapping and drawn from other content areas previously listed).

### **MGMT 4910 Independent Study**

*Prerequisites: Minimum cumulative GPA of 3.333 or higher; senior standing*

Freeman School seniors who demonstrate academic excellence are allowed to pursue an Independent Study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences with the supervising faculty, as needed. An Independent Study requires the approval of the supervising instructor and the Associate Dean for Undergraduate Education. The credit does not apply towards the Management major requirements for a BSM degree; the independent study counts as Business elective credit only. Interested students should contact the Office of Undergraduate Education at the Freeman School.

### **MGMT 4990 Business Senior Honors Thesis (fall semester only)**

This course is for BSM students in the Tulane Honors Program. Students enrolled in this section of the course will begin their Business Senior Honors theses. They will conclude their Business Senior Honors theses in MGMT 5000 in the spring semester.

### **MGMT 5000 Business Senior Honors Thesis (spring semester only)**

*Prerequisite: MGMT 4990*

This course is for BSM students in the Tulane Honors Program. Students enrolled in this section of the course will complete their Business Senior Honors theses. They will start the Business Senior Honors theses in MGMT 4990 in the fall semester.

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

## MANAGEMENT SCIENCE COURSE DESCRIPTIONS

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### Management Science Faculty

To learn more about the Management faculty,  
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### INFO 1010 Introduction to Business Computing

The goal of INFO 1010 is to ensure that all business minors have the computing skills necessary to support subsequent courses in their college careers and to prepare students for internships in the business world. The course focuses on teaching students to use the Microsoft Excel application programs needed to ultimately pass the Microsoft Office certification test for Excel. The certification tests are given as part of the coursework. Students who arrive on campus with the Microsoft Certified Application Specialist Certification for Excel 2010 may waive this course requirement; please consult with the course instructor to apply for a waiver. This course is offered during the Business School BMSI Program only.

### MGSC 3010 Introduction to Business Analytics\*\*

*Prerequisite: MATH 1140 or Math 1230*

This course introduces students to using the computer as a business-modeling tool. The overarching goal is to teach students to use computers to analyze models and interpret data for integrated decision making across multiple domains, including Finance, Marketing, Accounting, Strategy, and Operations. The course material consists of four modules. The first module concerns data modeling and builds on MATH 1140 by reviewing data modeling in Excel. The second module focuses on deterministic modeling, including decision-making under certainty, and the use of optimization models such as linear programming. This module also covers topics such as portfolio optimization, transportation, and assignment, and introduces students to the concepts of problem formulation and sensitivity analysis. The third module focuses on spreadsheet automation, including concepts for programming in Excel. The fourth module covers probabilistic modeling. This module uses simulation and decision analysis principles in uncertain environments. In addition, students will learn to choose the appropriate probability distribution for a given problem.

### MGSC 4320 Business Analytics

*Prerequisite: MGSC 3010*

This course introduces the concepts, methods, and software used in the emerging field of Business Analytics. Students use computer languages, software packages, and statistical methods to collect and to analyze large data sets and to apply the results in business performance improvement and planning. The course employs examples, exercises, and cases that demonstrate how Business Analytics has been transforming decision-making processes in many companies and industries. Students improve their knowledge of and skills in computing and data analysis and enhance their analytical capabilities and problem-solving abilities.

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

## MARKETING COURSE DESCRIPTIONS

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### Marketing Faculty

To learn more about the Marketing faculty,  
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### **MKTG 3010 Marketing Fundamentals\*\***

*Prerequisites: MATH 1140 or 1230, MATH 1150 & 1160 or 1210, ECON 1010, ECON 1020, PSYC 1000, MCOM 3010 and sophomore standing or above*

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

### **MKTG 4100 Consumer Behavior**

*Prerequisite: MKTG 3010*

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

### **MKTG 4105 Customer Relationship Marketing**

*Prerequisite: MKTG 3010*

Customer relationship marketing (CRM) is the overall business process by which companies use marketing strategies and activities to build and maintain client relationships, reinforce customer loyalty, and increase brand value. The objective of the course is to examine the strategic, analytical, and technological aspects of CRM to provide students with fundamental knowledge of CRM and an understanding of the implementation of CRM systems and analysis of customer data. Topics covered in the course include relationship marketing; customer lifetime value; customer equity; customer databases; customer retention; customer loyalty; operational, analytical, and collaborative CRM; reasons for CRM implementation failure; and the role of CRM in marketing management.

### **MKTG 4110 Research & Analytics**

*Prerequisite: MKTG 3010*

This course provides a hands-on introduction to marketing research, an organized approach to developing and providing information for marketing decision-making. Through a combination of lectures, exercises, and projects, the course familiarizes students with data collection techniques such as focus groups, surveys, and experiments, as well as data analyses techniques such as hypothesis testing and regression. Specific applications include preference measurement, market segmentation and targeting, customer economics, product and brand policies, pricing, advertising, and digital marketing.

### **MKTG 4117 Business-to-Business Marketing**

*Prerequisite: MKTG 3010*

The class take an integrated approach to product marketing management in the business-to-business marketplace. The course covers analysis of core competencies, competitive environments, positioning and segmentation strategies, cost structure, personal selling, and customer satisfaction.

### **MKTG 4120 Advanced Marketing Strategy**

*Prerequisite: MKTG 3010*

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

### **MKTG 4127 Channels of Distribution**

*Prerequisite: MKTG 3010*

This course provides students with an opportunity to analyze and evaluate various marketing channel structures and decisions, and to understand their impact on the rest of a company's marketing mix. The course takes the perspective of the manufacturer and is organized around the two main tasks of channel management: designing a channel structure and coordinating within the channel. Throughout the course, we will focus on how marketing channels can add value to both the customer and the manufacturer. Specific topics covered will include direct v. indirect channels, single vs. multi-channel distribution systems, franchising, channel conflict, distributing authority in channel relationships, the role of strategic alliances, and the impact of e-commerce on channel management.

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

## MARKETING COURSE DESCRIPTIONS (CONTINUED)

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### **MKTG 4137 Pricing**

*Prerequisite: MKTG 3010*

The course will introduce the student to the basic considerations a firm faces in devising a pricing policy. The broad aims of the course are the following: Expose students to the concepts, theories, and latest thinking on pricing from the viewpoint of a marketing manager; enable the student to understand the pricing strategies of a firm in a variety of situations; work towards the above objectives, while drawing primarily on Microeconomic models.

### **MKTG 4145 New Products Marketing**

*Prerequisite: MKTG 3010*

While new products offer unique opportunities for business growth, most new products fail in the marketplace.

This course will introduce students to the new product development process to maximize the likelihood of success. Students will learn how to identify potential ideas and markets for new product development; how to position, price and advertise new products; and how to measure potential sales and success prior to launch.

### **MKTG 4155 Brand Management**

*Prerequisite: MKTG 3010*

The brand names associated with products and services are among a firm's most valuable assets. This course addresses the fundamental branding decisions a firm faces when determining how to build, measure, and manage brand equity. In this course, the objectives are to (1) define the important issues in planning and evaluating brand strategies, and (2) introduce the appropriate concepts and techniques that improve a brand's long-term sustainability. The course combines lectures, case discussions, guest speakers, and a brand evaluation project.

### **MKTG 4165 Retailing**

*Prerequisite: MKTG 3010*

This course is an introduction to the retail environment and its role in the marketing process. It will include discussions on operations, location strategy, store organization, personnel, buying, merchandising, inventory control, pricing, vendor relations, sales promotions, and consumer demand.

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

*Prerequisite: MKTG 3010*

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

### **MKTG 4230 Global Marketing**

*Prerequisite: MKTG 3010*

MKTG 4230 focuses on marketing management problems, techniques, and strategies necessary to incorporate marketing concepts into the framework of the world marketplace. It follows a multi-disciplinary approach, including concepts from Sociology, Science, Economics, and Marketing, to give students a broad understanding of the subject matter. This class also considers contemporary issues, including globalization and the impact of the Internet.

### **MKTG 4240 Relationship Marketing**

*Prerequisites: MKTG 3010*

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

### **MKTG 4250 Social and Online Marketing**

*Prerequisite: MKTG 3010*

The media landscape has undergone significant changes in recent years. The amount of time people devote to traditional media outlets has been steadily declining. Meanwhile, online and social media channels have been growing at breakneck speed, leaving businesses scrambling to understand and effectively tap these emerging marketing channels. In this course students will learn tools and frameworks to understand how companies can implement effective online and social media marketing campaigns.

### **MKTG 4260 Advertising and Promotions**

*Prerequisite: MKTG 3010*

This course will examine the conceptual underpinnings of marketing communication and reflect the role of media strategies in providing information, persuading, and creating and selling popular culture. This course emphasizes the development of integrated marketing communication programs. Students will learn how to identify the fundamentals of different media options, how to evaluate marketing communication programs/outcomes, and how to develop an integrated marketing communication campaign. The course will also introduce students to trends and issues marketing communication has faced historically and today. The class will devote a substantial portion of in-class and out-of-class time to applying the concepts and developing a real-world marketing communication program.

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

## MARKETING COURSE DESCRIPTIONS (CONTINUED)

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### **MKTG 4275 Law in Marketing**

*Prerequisites: MKTG 3010 & LGST 3010*

The course will assist the student in developing an appreciation and understanding of legal and ethical issues implicit in marketing decision-making. Law in Marketing will help students discover the competitive advantage in the legal challenges present in marketing decisions. For example, the course takes an in-depth look at the relationship between intellectual property, product development, and marketing. Explorations of these topics range from how to identify potential intellectual property rights to how protect those rights by using a variety of intellectual property protections such as patents, copyrights, trademarks, trade dress, and trade secrets to give a firm a comparative advantage. The course will examine these intellectual property issues from both a U.S. and a global perspective. Likewise, the course will examine strategies for addressing competitors that infringe on a firm's intellectual property rights through techniques such as litigation and licensing. The course's coverage will also include product claims, legal regulations for advertising and labeling, comparative advertising, and how restrictions in those areas might work to a firm's advantage. Moreover, the course will examine ethical issues implicit in marketing decisions and explore how those ethical issues relate to legal issues and marketing decisions, generally. For example, it will explore decisions to either market or not to market goods and services in certain parts of the world.

### **MKTG 4280 Sports Marketing**

*Prerequisite: MKTG 3010*

The Sports Marketing course provides students with a practical application of marketing concepts in this unique industry, with an emphasis on strategy development. The course explores how businesses and organizations market their products and services, including product decisions, distribution, pricing, and development of promotional programs. Topics include examining the marketing environment, segmenting audiences, building a relevant brand, developing communication strategies and channels, managing customer relationships, and delivering sports experiences. The course will incorporate a guest speaker series and project work to provide students with professional perspectives within the sports industry.

### **MKTG 4285 Marketing Projects**

*Prerequisite: MKTG 3010*

This course gives students an opportunity to apply their marketing knowledge learned from their coursework to solve real business issues for companies. The faculty sponsor will provide a set of potential projects and contacts with companies, and guide students through defining the scope of their projects and execution. Students will present their solutions to representatives from their target companies at the end of the semester for feedback. An example project would be creating a marketing plan for a local start-up company, where students will tackle the market research, public relations, digital production, social media marketing, fundraising/sales, and real estate challenges of launching a new business.

### **MKTG 4290 Services Marketing**

*Prerequisite: MKTG 3010*

This course introduces students to the challenges professionals and organizations face in creating, marketing, and delivering high-quality services. Class sessions center around lecture presentations and case-based learning on topics such as measuring and managing customer satisfaction, coordinating marketing and operations in designing and implementing service delivery, developing the human and technical skills of employees who deliver services, and utilizing emerging technology. Assignments provide students with hands-on understanding of concepts and methods practitioners use in today's competitive markets to analyze customer/client requirements; measure service quality; and design, promote, and deliver outstanding services in financial, healthcare, educational, high-tech, manufacturing, nonprofit, and retail organizations.

### **MKTG 4550 Internship**

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

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

## MARKETING COURSE DESCRIPTIONS (CONTINUED)

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### **MKTG 4600 Cases in Marketing**

*Prerequisites: All BSM 3000-level core courses*

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

### **MKTG 4910 Independent Study**

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

Freeman School seniors who demonstrate academic excellence are allowed to pursue an Independent Study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences with the supervising faculty, as needed. An Independent Study requires the approval of the supervising instructor and the Associate Dean for Undergraduate Education. The credit does not apply towards the Marketing major requirements for a BSM degree; the independent study counts as Business elective credit only. Interested students should contact the Office of Undergraduate Education at the Freeman School.

### **MKTG 4990 Marketing Honors Thesis (fall semester only)**

This course is the traditional thesis option for the Marketing area. Students enrolled in this course will begin their theses in the fall semester. They will conclude their theses in MKTG 5000 in the spring semester.

### **MKTG 5000 Marketing Honors Thesis (spring semester only)**

*Prerequisite: MKTG 4990*

This course is the traditional thesis option for the Marketing area. Students enrolled in this course will conclude their theses in the spring semester. They will start the theses in MKTG 4990 in the fall semester.

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

## BUSINESS PUBLIC SERVICE COURSES COURSE DESCRIPTIONS

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### **TIDB 1890 & 1892 Service Learning (Add-on Component)**

*Corequisite: TIDB 1010 and/or TIDB 1110*

This course is a required add-on component to TIDB 1010 or 1020, and TIDB 1110 for any student who enrolls in it. In TIDB 1890 or 1892, students will engage in service learning activities that will complement the introductory business curriculum in TIDB 1010 or TIDB 1020, and TIDB 1110. Upon successfully completing TIDB 1890 or 1892, students will earn one full credit and they will complete the first-tier University public service requirement.

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

*Corequisite: LGST 3010, LGST 4100, LGST 4110, LGST 4120, LGST 4140, LGST 4150, LGST 4160, LGST 4170, LGST 4180, LGST 4210, MKTG 4275; junior standing or above*

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

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

*Corequisite: MCOM 3100; junior standing or above*

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

**Note:** *Students who wish to complete the public service component to receive credit for the upper-level requirement must take MCOM 3100 concurrently with the public service course in their junior year.*

### **MGMT 4890 Management of Technology and Innovation Public Service (Add-on Component)**

*Prerequisite: MGMT 3010, Corequisite: MGMT 4180; junior standing or above*

This course requires students to complete an Eco Challenge Project where they will develop a plan that utilizes the latest technologies to have the Metropolitan New Orleans area run on totally renewable energy. This public service experience will add to the students' knowledge and experience by allowing them to see—firsthand—the needs of the community, and face the challenges in transforming the city to an area sustained entirely on renewable resources.

### **MGMT 4891 Dimensions in Human Resources Management Service Learning (Required Add-on Component)**

*Prerequisite: MGMT 3010; Corequisite: MGMT 4130; junior standing or above*

Student teams will work with the partnering organization on an HR-related project relevant to the needs of that organization. The teams will work in close coordination with the organization and the professor. The semester-long project will result in end-of-semester team presentations, and individual teams submitting a written report.

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

*Prerequisite: MGMT 3010, Corequisite: MGMT 4160; junior standing or above*

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

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



## **BUSINESS PUBLIC SERVICE COURSES COURSE DESCRIPTIONS (CONTINUED)**

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

*Corequisite: PERS 4890*

This practicum is designed for students who are participating in an intensive business public service internship experience.

The goal of this course is to offer students an opportunity to discuss issues related to their service learning internship experience, to encourage them to actively explore issues related to both their internship setting and their major, and to facilitate individual growth and career development.

The course requires 60 hours of public service and contains a workshop that meets one hour per week for ten weeks.

The course provides three credits towards the BSM degree.

Students are restricted to one internship for credit.

## TULANE INTERDISCIPLINARY EXPERIENCE SEMINARS (TIDES) COURSE DESCRIPTIONS

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

TIDB 1010 introduces students to the business world by critically examining the art of management. The course focuses on important business questions: Why and how do people start businesses? Why do people work together, and how does one lead them? How do businesses manage their finances? The objective of TIDB 1010 is to introduce students to basic business concepts; to develop plans for their fields of study; and to learn about potential careers, and have fun in the process.

### **TIDB 1020 Law and Order**

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

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

TIDB 1110 continues with examining the art of management discussed in TIDB 1010. The course focuses on several key questions: Why and how do leaders create a vision? How do organizations sell and market their goods and services? What production and post-production activities do organizations perform? The objective of TIDB 1110 is to allow students to build upon the basic business concepts in TIDB 1010; to further refine plans for their fields of study; and to learn about potential careers, and have fun in the process.

### **TIDB 1890 or 1892 Service Learning (Add-on Component)**

*Corequisite: TIDB 1010 or TIDB 1020, and/or TIDB 1110*

This course is a required add-on component to TIDB 1010 or 1020, and TIDB 1110 for any student who enrolls in it. In TIDB 1890 or 1892, students will engage in service learning activities that will complement the introductory business curriculum in TIDB 1010 or 1020, and TIDB 1110. Upon successfully completing TIDB 1890 or 1892, students will earn one full credit and they will complete the first-tier University Public Service Requirement.

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