

School of Continuing Studies

Business Studies

Our increasingly sophisticated business community demands effective leaders, those who possess strong analytical skills, an ability to deal with diverse audiences, and an awareness of current trends in business practices. Tulane's evening programs in Business Studies provide valuable opportunities for individuals seeking business career advancement. There is a 27-credit limit on the number of business courses a student in the School of Continuing Studies may take.

Note: Business Studies courses in the School of Continuing Studies do not satisfy degree requirements for full-time Newcomb-Tulane students.

MINORS OFFERED

For minors, students must have a 2.00 grade-point average in all required coursework and 50 percent of the coursework must be earned at Tulane.

Minor in Accounting (ACTG)

Any baccalaureate degree program offered by The School of Continuing Studies may be completed with a minor in accounting. This minor program provides students with a background in beginning and intermediate accounting. The accounting minor consists of Accounting 111, Accounting 112, Intermediate Accounting 221, Intermediate Accounting 222, and any two other courses in Accounting with the ACTG prefix or FIAN prefix.

Minor in Accounting and Finance (ACFI)

Any baccalaureate degree program offered by the School of Continuing Studies may be completed with a minor in accounting and finance. NOTE: Intro to Investments 254 is now one of the electives, not required. Students need two electives from FIAN courses. This minor consists of Accounting 111 and 112, Intermediate Accounting 221 and 222, Introduction to Finance 221, and one of the following: Intermediate Investment 354, Money and Banking 331, Personal Financial Planning 356 or Introduction to Investment 254. Though it is not required, students are encouraged to complete at least one course in economics.

Minor in Advertising (ADVT)

Any baccalaureate program offered by the School of Continuing Studies may be completed with a minor in advertising. This minor program provides students with a background in the fundamentals of advertising. This minor in advertising consists of Introduction to Public Relations 301, Introduction to Graphic Design 280, Principles of Marketing 320, Advertising 340, Advertising II 341, and one of the following: Editing 330, or Expository Writing 263. **Note:** For media arts majors only: three credits can count towards both a major and a minor.

Minor in Business Studies (APBS)

Any baccalaureate degree program offered by the School of Continuing Studies may be completed with a minor in business studies. This minor program provides students with a background in accounting, finance, management, marketing, and personnel. The minor in business studies consists of Accounting 111, Business Law 340 or 345, Finance 221, Management 231 or 334, Human Resource Management 333 or Business Ethics 338, and Marketing 320. Although not required, it is strongly recommended that the student also take one course in economics.

Minor in Human Resource Development (HRDV)

Any baccalaureate degree program offered by the School of Continuing Studies may be completed with a minor in human resource management. This minor program provides students with a background in accounting, management, and Human Resource Management. This minor consists of Accounting 111, Management 231 or 334, Human Resource Management 333, Human Resource Management 352, Human Resource Management 365, and Human Resource Management 370.

Minor in Marketing (MKET)

Any baccalaureate degree program offered by the School of Continuing Studies may be completed with a minor in marketing. This minor program provides students with a background in accounting, management, business communication, consumer behavior, advertising, and marketing. This minor in marketing consists of Management 225, Marketing 320, Marketing 330, Marketing 340, Management 231 or 334, and Marketing 341.

Minor in Small Business Development (SBDS)

Any baccalaureate degree program offered by the School of Continuing Studies may be completed with a minor in small business development. This minor program provides students with

a background in accounting, management, marketing, and small business planning. This minor in consists of Accounting 111, Management 231 or 334, Management 225, Management 275, Management 365 and Marketing 320.

ASSOCIATE DEGREES OFFERED IN APPLIED BUSINESS

Associate Degrees in Business (2004)

The School of Continuing Studies offers Associate of Arts degrees in Applied Business Studies, Human Resource Management, Marketing and Small Business Development. These degrees are designed to recognize satisfactory completion of a two-year program of specialized business study.

Students must have a 2.00 grade-point average in all required coursework as well as a 2.00 cumulative GPA. At least half of the general requirements of 37 credits and at least 12 credits of the core requirement of 24 credits must be completed at Tulane. There is a 27-credit limit on the number of business courses a student in the School of Continuing Studies may take. **Note:** Business courses at the School of Continuing Studies are not transferable to A.B. Freeman School of Business.

I. General Requirements for all Associate Degrees in Business

The following 37 credits are required for all four applied business associate degrees:

Course	Credits
English 101 or CSEN 125	4
CSEN 331 or English 367	3
MATH 111 or MGMT 325 or PHIL 106 or PHIL 121	3
ECON 101 or CSEC 100, 101	3
Oral communications: SPEC 140 or SPEC 311 or THEA 210	3
Any 3-Credit Computer Course	3
Social science electives	6
Humanities electives	6
Science electives	6
Total	37

In addition to the 37 credits of general requirements, the Associate of Arts in Business requires 24 credits of business core requirements for a total of 61 credits.

II. Core Requirement (for the Associate in Applied Business (APBS))

At least 12 of these core credits must be completed at Tulane.

Course		Credits
ACTG 111	Elementary Accounting	3
FIAN 221	Intro to Finance	3
MGMT 231	Principles of Management or	
MGMT 334	Managing Organizational Behavior	3
BSLW 340	Legal Aspects of Business or	
BSLW 345	Commercial Law	3
MGMT 338	Business Ethics	3
HRDV 333	Intro Human Resource Development or	
	Business Elective	3
MKET 320	Intro to Marketing Principles	3
MGMT 375	Business Internships*	3
	Total	24

2. Core requirements for the Associate in Human Resource Management (UHRM)

Course		Credits
ACTG 111	Elementary Accounting I	3
MGMT 231	Principles of Management or	
MGMT 334	Managing Organizational Behavior	3
HRDV 333	Human Resource Development	3
HRDV 352	Compensation & Benefits	3
HRDV 365	Planning, Recruiting & Selection of	
	Human Resources	3
HRDV 370	Performance Appraisal & Productivity	3
HRDV 392	Employment & Labor Law	3

MGMT 375	Business Internship*	3
	Total	24

3. Core requirements for the Associate in Marketing (UMKT)

Course		Credits
ACTG 111	Elementary Accounting	3
MGMT 231	Principles of Management or	
MGMT 334	Managing Organizational Behavior	3
MGMT 225	Business Communications	3
MKET 320	Intro to Marketing Principles	3
MKET 330	Consumer Behavior	3
MKET 340	Principles of Advertising	3
MKET 341	Advertising II or a business elective	3
MGMT 375	Business Internship*	3
	Total	24

4. Core requirements for the Associate in Small Business Development (SBDS)

Course		Credits
ACTG 111	Elementary Accounting	3
MGMT 231	Principles of Management or	
MGMT 334	Managing Organizational Behavior	3
BSLW 340	Legal Aspects of Business or	
BSLW 345	Commercial Law	3
MGMT 365	Developing a Small Business	3
MGMT 225	Business Communication	3
MKET 320	Intro to Marketing Principles	3
MGMT 275	Intro to Franchising	3
MGMT 375	Business Internship*	3
	Total	24

*Note: *MGMT 375 Business Internship should be taken during the last year of study for the associate's degree.*

Postbaccalaureate Certificates in Applied Business, Human Resource Management, Marketing, and Small Business Development

Students must have a 2.00 grade-point average in all required coursework. Half of the required 24 credits must be completed at Tulane University. Courses taken for a baccalaureate degree will not be accepted for transfer credit towards the program. Only those courses successfully completed, “C” or better, after a student received a Baccalaureate Degree will be considered for credit.

1. Requirements for the Applied Business PBC (PBC/APBS):

Course		Credits
ACTG 111	Elementary Accounting	3
FIAN 221	Introduction to Finance	3
MGMT 231 MGMT 334	Principles of Management or Managing Organizational Behavior	3
BSLW 340 BSLW345	Legal Aspects of Business or Commercial Law	3
MGMT 338	Business Ethics	3
HRDV 333	Introduction to Human Resource Development or a business elective	3
MKET 320	Introduction to Marketing Principles	3
MGMT 375	Business Internship*	3
	Total	24

2. Requirements for the Human Resource Management PBC (PBC/HRDV):

Course		Credits
ACTG 111	Elementary Accounting	3
MGMT 231 MGMT334	Principles of Management or Managing Organizational Behavior	3
HRDV 333	Human Resource Development	3
HRDV 352	Compensation and Benefits	3
HRDV 365	Planning, Recruiting and Selection of Human Resources	3
HRDV 370	Performance Appraisal and Productivity	3

HRDV 392	Employment and Labor Law	3
MGMT 375	Business Internship*	3
	Total	24

3. Requirements for the Marketing PBC (PBC/MKET):

Course		Credits
ACTG 111	Elementary Accounting	3
MGMT 231 MGMT 334	Principles of Management or Managing Organizational Behavior	3
MGMT 225	Business Communications	3
MKET320	Intro to Marketing Principles	3
MKET 330	Consumer Behavior	3
MKET 340	Principles of Advertising	3
MKET 341	Advertising II or a business elective	3
MGMT 375	Business Internship*	3
	Total	24

Note: * MGMT 375 Business Internship should be taken during the last year of study for the Post Baccalaureate Certificate.

4. Requirements for the Small Business Development PBC (PBC/SBDS):

Course		Credits
ACTG 111	Elementary Accounting	3
MGMT 231 MGMT 334	Principles of Management or Managing Organizational Behavior	3
BSLW 340 BSLW 345	Legal Aspects of Business or Commercial Law	3
MGMT 365	Developing a Small Business	3
MGMT 225	Business Communication	3
MKET 320	Intro to Marketing Principles	3
MGMT 275	Intro to Franchising	3

MGMT 375	Business Internship*	3
Total		24

Certificates of Completion

Note: All courses required for these certificates must be taken at the Tulane University School of Continuing Studies. Courses presented for these certificates require a C or better.

- *Accounting Certificate:* Requires 12 credits of accounting of which six credits must be Elementary Accounting (ACTG 111)(3) and Elementary Accounting (ACTG 112)(3). The other six hours can be taken from any of the (ACTG) accounting courses. (CA)
- *Certificate in Banking:* Requires 12 credits, Elementary Accounting (ACTG 111)(3); Introduction to Finance (FIAN 221)(3); Legal Aspects of Business (BSLW 340)(3); and Money and Banking (FIAN 331)(3) or a designated elective in the banking area. (UCIB)(Electives to be added in the future)
- *Beginning Accounting Certificate:* Requires six credits: Elementary Accounting (ACTG111)(3) and Elementary Accounting (ACTG 112)(3). (ACBG)
- *Finance Certificate:* Requires 12 credits, of which six hours must be Introduction to Finance (FIAN 221)(3) and Introduction to Investments (FIAN 254)(3). The other six credits can be taken from any of the finance courses (FIAN). (FINC)
- *Human Resource Management Certificate:* Requires 12 credits, of which 9 credits must be in the courses Human Resources (HRDV 333)(3); Planning, Recruiting, and Selection of Human Resources (HRDV 365)(3); and Compensation and Benefits (HRDV 352)(3). The remaining three credits can be taken from any HR course (HRDV). (HRMG)
- *Investments Certificate:* Requires six credits, Introduction to Investments (FIAN 254)(3) and Personal Financial Planning (FIAN 356)(3). (INVT)
- *Management Certificate:* Requires six credits, Principles of Management (MGMT 231)(3) and Business Law (BSLW 340 or 345)(3). (MGMT)
- *Marketing Certificate:* Requires six credits, Introduction to Marketing (MKET 320)(3) and Principles of Advertising (MKET 340)(3). (MKTG)

- *New Ventures Certificate:* Requires 9 credits, Principles of Management (MGMT 231)(3) or Human Resources (HRDV 333)(3); Business Law (BSLW 340 or 345)(3); and Introduction to Marketing (MKET 320)(3) or Principles of Advertising (MKET 340)(3). (VENT)

Baccalaureate and Master’s Degrees in Business

Students who wish to pursue a Bachelor of Science in Management or a Master of Business Administration degree (full- or part-time) should contact the Admissions Office, A.B. Freeman School of Business, 504-865-5410.