

# A. B. Freeman School of Business

## Programs of Study

### DEGREE

Students admitted to the Bachelor of Science in Management (BSM) program should consult with the Center for Academic Advising; degree requirements may also be found on the Freeman School website ([www.freeman.tulane.edu](http://www.freeman.tulane.edu)). The hallmark of the program is its flexibility in mixing a variety of disciplines while providing the structure and guidance necessary for a successful undergraduate experience. By design, the BSM program emphasizes a generalist approach to management education. The program's goal is to train well-rounded managers who can analyze problems and propose workable solutions.

### REQUIREMENTS FOR DEGREE

Candidates for the Bachelor of Science in Management degree are required to complete 122 credits of academic work and to achieve a minimum cumulative grade-point average of 2.000 overall and a minimum cumulative grade-point average of 2.000 in their business and major courses. The BSM degree comprises a minimum of 58-64 Freeman credit hours depending on the business major.

It is recommended that undergraduate business students complete all 100- and 200-level courses prior to concentrating on their business majors, which consist primarily of 300- and 400-level courses. BSM students should consult with their academic advisers at least once a semester, usually just before registration, to ensure that they are meeting all requirements for graduation and for their majors. Although every effort is made to ensure accurate advising, the student is responsible for knowing and satisfying all degree requirements.

Newcomb-Tulane College Core Curriculum (39-45 credit hours)

|                   |       |
|-------------------|-------|
| Writing           | 4     |
| Foreign Language* | 4 - 8 |

Scientific Inquiry 9-11

Quantitative Reasoning (3-4 hours)

Physical/Life Science (6-8 hours)<sup>1</sup>

Cultural Knowledge<sup>2</sup> 11

Humanities/Fine Arts (6 hours)

Social Sciences (6 hours)

Public Service<sup>3</sup> 2-3

Understanding Interdisciplinary Scholarship (TIDES)<sup>4</sup> 1-2

Capstone Experience<sup>5</sup> 3-4

<sup>1</sup>One of these courses must include a laboratory component.

<sup>2</sup>One course must be from a list of courses in *Perspectives in European Tradition* and one course must be from a list of course in *Perspectives Outside the European Tradition or Comparative Cultural and International Perspectives*.

<sup>3</sup>The business tides courses can be used to satisfy the first part of the public service requirement. Students who successfully complete TIDB 101 or 102 and TIDB 111 will satisfy the first part of the public service requirement. One public service credit will be added for students who take both TIDB 101 or TIDB 102 and TIDB 111. Please note that only a maximum of two public service credit hours can be applied toward the BSM degree. Freeman students may elect to enroll in an unlimited number of courses that grant public service credit hours; however, no more than two such credit hours will apply toward the 122 minimum credit hours required for a BSM degree.

<sup>4</sup>Business majors are required to take two TIDES courses (TIDB 101 or TIDB 102 in the fall and TIDB 111 in the spring) for 1-2 credits each. This exceeds the Newcomb-Tulane College core curriculum requirement. (If the business major decision is made after first semester of the first-year but before the sophomore year and the student has completed a nonbusiness TIDES, the student must complete TIDB 111 **or** either LGST 410 or STRE 413. Students choosing to major in business after the first-year must complete LGST 410 **or** STRE 413.)

<sup>5</sup>STRE 490 is the capstone course for business majors and satisfies the Newcomb-Tulane College core requirement.

\*All students must take at least one foreign language course at Tulane University and demonstrate competency in that language at the 102/112 level.

**Required Courses for the BSM Degree (19-23 credit hours)**

|  |     |
|--|-----|
| MATH 115 or MATH 121 Calculus <sup>6</sup>       | 3-4 |
| MATH 114 Business Statistics <sup>6</sup>        | 4   |
| Prerequisite: ISPM 101                           |     |
| ECON 101 or ECON 103 Microeconomics <sup>7</sup> | 3-4 |
| ECON 102 or ECON 104 Macroeconomics <sup>7</sup> | 3-4 |
| PSYC 100, PSYC 101, or PSYC 102 <sup>8</sup>     | 3-4 |
| TIDB 101 (or TIDB 102) and TIDB 111 <sup>4</sup> | 3   |

<sup>6</sup>MATH 115 or MATH 114 may be used to satisfy the Newcomb-Tulane College core requirement for quantitative reasoning.

<sup>7</sup>ECON 101 and ECON 102 may be used to satisfy the Newcomb-Tulane College core requirement for social sciences.

<sup>8</sup>PSYC 100, PSYC 101, or PSYC 102 may be used to satisfy the Newcomb-Tulane College core requirement for a life science.

Students are allowed to use the BSM degree requirements to meet the Newcomb-Tulane College core curriculum requirements and its 39-45 credit-hour requirement. All major and minor requirements are written with this assumption.

**Required Business Courses for the BSM Degree (31 credit hours, excluding TIDES)**

|          |  |   |
|----------|--|---|
| ACCN 201 | <b>Financial Accounting</b>  | 3 |
|          | Prerequisite sophomore standing or above   |   |
| ACCN 301 | <b>Managerial Accounting</b>   | 3 |
|          | Prerequisites: ACCN 201  |   |
| CBMA 301 | <b>Consumer Behavior/Marketing Fundamentals</b>  | 3 |
|          | Prerequisites: MATH 114, MATH 115, ECON 101, ECON 102, and PSYC 100, 101, or 102; Junior standing or above |   |

FINE 301 **Financial Management**  
Prerequisites: ACCN 201, ECON 101, MATH 114, MATH 115; Corequisite: ECON 102

ISPM 101 **Intro to Business Computing<sup>9</sup>**

ISPM 301 **Business Modeling**  
Prerequisite: MATH 114, MATH 115

LGST 301 **Legal, Ethical, and Regulatory Environment of Business**  
Prerequisite: ECON 101 Sophomore standing or above

MHSC 301 **Organizational Behavior**  
Prerequisite: Newcomb-Tulane social science requirement; junior standing or above

MOCO 301 **Management Communication<sup>10</sup>**  
Prerequisite: ENGL 101 or ENLS 119; Enrollment limited to students with 70 or more credit hours.

STRE 301 **Strategic Management/Business Capstone**  
Prerequisites: All BSM core courses  
Corequisite: STRE 490; Enrollment limited to senior standing

STRE 490 **Business Capstone Experience<sup>5</sup>**  
Prerequisites: All BSM core courses;  
Corequisite: STRE 301;  
Enrollment limited to students with senior standing

**Career Management Center Sessions**  
(12 sessions required)

<sup>9</sup>Students who have Microsoft Office Specialist Certification at the User Level for Microsoft Word and PowerPoint and at the Expert Level for Microsoft Excel can take any business elective as a substitute for this course.

<sup>10</sup>Some sections of MOCO 301 will satisfy the second part of the public service requirement and will have an additional public service credit.

BSM students satisfy the Newcomb-Tulane College core requirements, the BSM nonbusiness degree requirements, and the BSM core degree requirements with 70 credits to 76 credits.

**Number of Courses and Credits Needed for Majors in the Following Areas:**

|                             |           |            |
|-----------------------------|-----------|------------|
| Accounting                  | 7 courses | 21 credits |
| Consumer Behavior/Marketing | 5 courses | 15 credits |
| Finance                     | 7 courses | 21 credits |
| Legal Studies in Business   | 5 courses | 15 credits |
| Managing Human Capital      | 5 courses | 15 credits |
| Strategy & Entrepreneurship | 5 courses | 15 credits |

Required Business Electives. All majors must complete nine credit hours of business electives beyond the courses needed to satisfy the major requirements. These electives may be used toward a second business major or a business minor.

**Free Electives**

To graduate, BSM students need 122 credits, which includes free electives. Free electives may be fulfilled at the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, Science and Engineering, and Social Work. Up to nine credits may be fulfilled at the School of Continuing Studies, subject to the restrictions listed below (Cross-Registrations and Excluded Classes). Up to six credits of the free electives can be taken at the 100 or 200 level. The remaining free electives must be at the 300 or 400 level.

**Transfer Students** – Please consult the Newcomb-Tulane College policy; also note that some transfer credits, while applicable to the Newcomb-Tulane College core curriculum, may be denied for applicability to the business major/minor due to professional accreditation standards set by AACSB International. These credits may be used to satisfy other requirements.

**Nonbusiness Students at the Freeman School** - Students enrolled in other divisions at Tulane are welcome to take courses at the Freeman School, subject to completion of course prerequisites and available space. Authorization for registration is obtained from the Associate Dean of Undergraduate Education at the business school.

**Cross-Registration and Excluded Classes** – The following courses do NOT satisfy BSM degree requirements; they are considered extra coursework, over and above the 122 credit required for the BSM degree.

- All School of Continuing Studies courses with the following prefixes:
  - ACTG – all accounting courses
  - BSLW – all business law courses
  - FIAN – all finance courses
  - MGMT – all management courses
  - MKET – all marketing courses
  - CPST – all computer systems and technology courses
  - CRST – all casino resort studies courses
  - HURM – all human resource development courses
  - PRLS – all paralegal studies courses
- Education (EDUC or EDLA) and Center for Education (CTED) courses (with the exception of EDUC 200 and EDLA 200)
- Undergraduate Law (LAWU) courses are treated as transfer work.

BSM students may not cross-register for courses at Loyola University or the University of New Orleans. Courses taken at either university are treated as transfer work.

**CURRICULUM**

The Freeman School offers courses in the following areas of study

- Behavioral Science
- Consumer Behavior/Marketing (CBMA)
- Organizational Behavior (MHSC)
- Strategy and Entrepreneurship (STRE)
- Economic Science
- Accounting (ACCN)
- Business Economics (ECON)

Finance (FINE)  
 Information Systems/Process Management (ISPM)  
 Legal and Business Studies  
 Legal Studies (LGST)  
 Management Communication (MOCO)  
 Taxation (TAXA)

**A TYPICAL PROGRAM**

**First Year**

|                         |             |
|-------------------------|-------------|
| Foreign Language        | 8 credits   |
| ISPM 101                | 3 credits   |
| MATH 115                | 3 credits   |
| Physical Science        | 3-4 credits |
| PSYC 100, 101, or 102   | 3-4 credits |
| Public Service          | 1-3 credits |
| TIDB 101 or TIDB 102    | 1.5 credits |
| TIDB 111                | 1.5 credits |
| Writing                 | 4 credits   |
| Humanities/Fine Arts    | 3 credits   |
| CMC Session 1, 2, and 3 |             |

**Sophomore Year**

|                      |             |
|----------------------|-------------|
| ACCN 201             | 3 credits   |
| Humanities/Fine Arts | 3 credits   |
| ISPM 301             | 3 credits   |
| LGST 301             | 3 credits   |
| Macroeconomics       | 3 credits   |
| MATH 114             | 3-4 credits |
| Microeconomics       | 3 credits   |
| Free Elective        | 3 credits   |
| Free Elective        | 3 credits   |

Free Elective 3 credit  
 CMC Sessions 4, 5, and 6

**Junior Year**

|                          |            |
|--------------------------|------------|
| ACCN 301                 | 3 credit   |
| CBMA 301                 | 3 credit   |
| FINE 301                 | 3 credit   |
| Free Elective            | 3 credit   |
| MHSC 301                 | 3 credit   |
| Free Elective            | 3 credit   |
| MOCO 301                 | 3 credit   |
| Public Service           | 1-3 credit |
| Major Course             | 3 credit   |
| Major Course             | 3 credit   |
| Elective (Business)      | 3 credit   |
| CMC Sessions 7, 8, and 9 |            |

**Senior Year**

|                               |            |
|-------------------------------|------------|
| STRE 301                      | 3 credit   |
| STRE 490                      | 1 credit   |
| Major Course                  | 3 credit   |
| Major Course                  | 3 credit   |
| Major Course                  | 3 credit   |
| Major Course or Free Elective | 3 credit   |
| Major Course or Free Elective | 3 credit   |
| Elective (Business)           | 3 credit   |
| Elective (Business)           | 3 credit   |
| Free Elective                 | 1-4 credit |
| CMC Sessions 10, 11, and 12   |            |

Following this template, electives can be chosen provided the core courses have been completed.

## Major Programs

The Freeman School offers the following majors in the BSM program to students admitted in Fall 2006 or thereafter as first year students: accounting, consumer behavior/marketing, finance, legal studies in business, managing human and social capital, and strategy and entrepreneurship. Minors are available in the following areas for undergraduate business students who meet the major requirements for another area: accounting, consumer behavior/marketing, finance, information systems/process management, legal studies in business, managing human and social capital, and strategy and entrepreneurship. The business major option provides great flexibility in tailoring a program of study. Students wanting breadth across all areas of business may distribute their electives broadly within the school. *Unless they choose to switch to the new curriculum, students admitted prior to fall 2006 remain bound by the curriculum in effect at the time of admission. Students wishing to switch to new BSM curriculum can appeal to the Associate Dean of Undergraduate Education.* Students under the previous curriculum must consult the 2005-2007 university catalog or appropriate BSM Handbook for requirements. The Freeman School strongly recommends that all students meet with an academic adviser to determine appropriate curriculum requirements.

### MAJOR IN ACCOUNTING

This major prepares students for careers in public or corporate accounting. The curriculum also provides excellent preparation for the Certified Public Accountant (CPA) examination. Students interested in corporate or tax law may also wish to pursue an accounting major.

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following courses is eligible for transcript designation of a major in accounting.

#### Required Courses<sup>1</sup>

|          |                               |
|----------|-------------------------------|
| ACCN 310 | Intermediate Accounting I     |
| ACCN 410 | Auditing                      |
| ACCN 411 | Intermediate Accounting II    |
| ACCN 412 | Advanced Financial Accounting |
| LGST 410 | Business Law                  |

TAXA 410 Business Taxation

Plus one of the following three courses:

|          |                                |
|----------|--------------------------------|
| ACCN 413 | Financial Statement Analysis   |
| ACCN 414 | Advanced Managerial Accounting |
| ACCN 415 | Accounting Information System  |

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

*Note: This undergraduate accounting major qualifies students for the profession of accountancy ONLY if they plan to live and work in a 120-hour state. Please see the director of the Master of Accounting program in the sophomore year if you plan to live and work in a 150-hour state.*

*Be aware that the CPA requirements changed for candidates registering in the state of Louisiana at the end of the 1990 calendar year, and 150 hours of college/university credit are now required in addition to meeting specific accounting and business requirements. Other states currently or will soon require the 150 credit hours. The Freeman School provides a one-year Master of Accounting program for students wishing to meet the 150-credit hour requirement through a fifth year of study. For more information about requirements in other states, contact the state board of accounting where you plan to practice.*

### MINOR IN ACCOUNTING

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following course: (at a minimum) is eligible for transcript designation of a minor in accounting.

#### Required Courses<sup>1</sup>

|                                    |                               |
|------------------------------------|-------------------------------|
| ACCN 310                           | Intermediate Accounting I     |
| ACCN 411                           | Intermediate Accounting II    |
| Plus one of the following courses: |                               |
| ACCN 412                           | Advanced Financial Accounting |

ACCN 414      Advanced Managerial Accounting

Plus one 400-level accounting course; ACCN 412 and ACCN 414 from the previous elective requirement cannot be double counted:

ACCN 410      Auditing

ACCN 412      Advanced Financial Accounting

ACCN 413      Financial Statement Analysis

ACCN 414      Advanced Managerial Accounting

ACCN 415      Accounting Information Systems

TAXA 410      Business Taxation

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

### **MAJOR IN CONSUMER BEHAVIOR/MARKETING**

Consumer Behavior/Marketing focuses on the understanding of the consumer as the basis of managerial decisions. The consumer behavior major is especially advantageous to students interested in entering industries that rely upon consumer sales and brand management.

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following courses is eligible for transcript designation of a major in consumer behavior/marketing.

Complete five of the following courses:<sup>1</sup>

CBMA 410      Consumer Behavior

CBMA 411      Market Research

CBMA 412      Sales Management

CBMA 413      International Marketing

CBMA 460      Cases in Consumer Behavior and Marketing Action

MHSC 411      Negotiations and Conflict Resolution

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will

not be allowed to enroll in classes if prerequisites have not been met.

### **MINOR IN CONSUMER BEHAVIOR/MARKETING**

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following course is eligible for transcript designation of a minor in consumer behavior/marketing.

#### **Required Courses<sup>1</sup>**

CBMA 410      Consumer Behavior

CBMA 411      Market Research

Plus one of the following courses:

CBMA 412      Sales Management

CBMA 413      International Marketing

CBMA 460      Cases in Consumer Behavior and Marketing Action

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

### **MAJOR IN FINANCE**

Course work for the finance major covers concepts of valuation investment and financial structure in corporate financial management. Many finance majors begin their careers in commercial banking, corporate finance, or as analysts in investment banking firms.

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following course is eligible for transcript designation of a major in finance.

#### **Required Courses<sup>1</sup>**

ACCN 310      Intermediate Accounting I

FINE 410      Advanced Financial Management

FINE 411      Investments in Equities

FINE 412      Analysis of Fixed Income Securities

Plus three of the following courses:

|          |   |
|----------|---|
| FINE 413 | Venture Capital and Private Equity                |
| FINE 414 | Risk Management                                   |
| FINE 415 | International Finance                             |
| FINE 416 | Equity Analysis/Burkenroad Reports                |
| FINE 417 | Financial Modeling                                |
| FINE 418 | Fundamental and Technical Trading                 |
| FINE 460 | Cases in Financial Management                     |
| FINE 461 | Darwin Fenner Student Managed Fund Honors Seminar |
| LGST 414 | Insurance and Risk Management                     |

**Career Track Recommendations** - The following tracks are designed to guide students in choosing finance electives based on possible careers.

### **TRACK 1: Corporate Finance**

A minimum of three of the following electives:

|          |                                    |
|----------|------------------------------------|
| FINE 413 | Venture Capital and Private Equity |
| FINE 415 | International Finance              |
| FINE 416 | Equity Analysis/Burkenroad Reports |
| FINE 460 | Cases in Financial Management      |

### **TRACK 2: Investments**

A minimum of three of the following electives:

|          |   |
|----------|---|
| FINE 414 | Risk Management                                   |
| FINE 415 | International Finance                             |
| FINE 416 | Equity Analysis/Burkenroad Reports                |
| FINE 461 | Darwin Fenner Student Managed Fund Honors Seminar |
| LGST 414 | Insurance and Risk Management                     |

### **MINOR IN FINANCE**

In addition to the required courses listed earlier in this section, an undergraduate business student who meets the major requirements for another area within the business school and completes the

following courses is eligible for transcript designation of a minor in finance.

**Accounting Requirement** – either of the following courses:

|          |                              |
|----------|------------------------------|
| ACCN 310 | Intermediate Accounting I    |
| ACCN 413 | Financial Statement Analysis |

**Plus the following finance courses**

|          |                                     |
|----------|-------------------------------------|
| FINE 410 | Advanced Financial Management       |
| FINE 411 | Investments in Equities             |
| FINE 412 | Analysis of Fixed Income Securities |

**Other Finance Electives** – The following courses do not count as finance electives towards the finance major or finance minor; these courses provide greater depth in an area and may be counted as required business or free electives.

|          |                                       |
|----------|---------------------------------------|
| FINE 419 | Commercial Bank Management            |
| FINE 420 | Inside Commercial Banking             |
| FINE 421 | Real Estate Planning and Development  |
| FINE 422 | Energy Markets, Economics, and Policy |

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

### **MINOR IN INFORMATION SYSTEMS/PROCESS MANAGEMENT**

In addition to the required courses listed earlier in this section, an undergraduate business student who meets the major requirements for another area within the business school and completes the following courses is eligible for transcript designation of a minor in information systems/process management.

Required Courses<sup>1</sup>

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<sup>1</sup> Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

ISPM 412 Database Management

**Plus two of the following courses:**

ISPM 410 Project Management

ISPM 411 Business Programming

ISPM 413 System Analysis and Design

ISPM 460 Information Security and Risk Management

ISPM 461 E-Business Design and Implementation

**MAJOR IN LEGAL STUDIES IN BUSINESS**

The legal studies in business major coursework covers basic legal concepts as they apply to business. Legal studies in business majors can tailor their curriculum to prepare them for careers in such fields as risk management, real estate, insurance, e-commerce, and conflict management. Some legal studies in business majors may go on to manage the business operation of law firms. Finally, the legal studies in business major provides a solid foundation for those students wishing to pursue a law degree.

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following courses is eligible for transcript designation of a major in legal studies in business.

**Required Courses<sup>1</sup>**

LGST 410 Business Law

LGST 411 Legal Writing and Research

Plus three of the following courses:

LGST 412 International Business Law

LGST 413 Fraud Prevention and Investigation

LGST 414 Insurance and Risk Management

LGST 415 Real Estate Law

LGST 416 Law of E-Commerce

LGST 417 Employment Law for Human Resource Professionals

LGST 418 Sports and Entertainment Law

MHSC 411 Negotiation and Conflict Resolution

TAXA 410 Business Taxation

*In addition, those students seeking admission to law school must complete the for-credit review for the LSAT.*

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

**MINOR IN LEGAL STUDIES IN BUSINESS**

In addition to the required courses listed earlier in this section, an undergraduate business student who meets the major requirement for another area within the business school and completes the following courses is eligible for transcript designation of a minor in legal studies in business.

**Required Courses<sup>1</sup>**

LGST 410 Business Law

Plus two of the following courses:

LGST 411 Legal Writing and Research

LGST 412 International Business Law

LGST 413 Fraud Prevention and Investigation

LGST 414 Insurance and Risk Management

LGST 415 Real Estate Law

LGST 416 Law of E-Commerce

LGST 417 Employment Law for Human Resource Professionals

LGST 418 Sports and Entertainment Law

MHSC 411 Negotiation and Conflict Resolution

TAXA 410 Business Taxation

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

## MAJOR IN MANAGING HUMAN AND SOCIAL CAPITAL

The managing human and social capital major focuses on organizational challenges faced by managers and provides future managers a solid foundation in the areas of ethics, negotiations and conflict resolution.

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following courses is eligible for transcript designation of a major in managing human and social capital.

### Required Courses<sup>1</sup>

|          |   |
|----------|---|
| MHSC 410 | Dimensions In Human Resource Management         |
| MHSC 411 | Negotiation And Conflict Resolution             |
| LGST 417 | Employment Law For Human Resource Professionals |
| STRE 410 | Corporate And Cooperative Strategy              |
| STRE 460 | Strategic Consulting                            |

<sup>1</sup>Students must review the course descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met

## MINOR IN MANAGING HUMAN AND SOCIAL CAPITAL

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following courses is eligible for transcript designation of a minor in managing human and social capital.

### Required courses<sup>1</sup>

|          |   |
|----------|---|
| LGST 417 | Employment Law For Human Resource Professionals |
| MHSC 410 | Dimensions In Human Resource Management         |
| MHSC 411 | Negotiation And Conflict Resolution             |

<sup>1</sup>Students must review the course descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

## MAJOR IN STRATEGY AND ENTREPRENEURSHIP

The strategy and entrepreneurship major focuses on the skills and tasks that must be performed in managing the total business enterprise.

In addition to the required courses listed earlier in this section, an undergraduate business student completing the following course is eligible for transcript designation of a major in strategy and entrepreneurship. In addition, strategy and entrepreneurship major: select a career track—either consulting or entrepreneurship. While each track has similar course requirements within the academic area, there are distinctly different course requirements outside the academic area.

### Required Courses<sup>1</sup>

Students choosing either track must complete the following courses:

|          |   |
|----------|---|
| STRE 410 | Corporate and Cooperative Strategy          |
| STRE 412 | The Management of Technology and Innovation |
| STRE 413 | Environment, Society, and Capitalism        |

Students choosing the consulting track must also complete the following courses:

|          |                      |
|----------|----------------------|
| ISPM 410 | Project Management   |
| STRE 460 | Strategic Consulting |

Students choosing the entrepreneurship track must also complete the following courses:

|          |                                    |
|----------|------------------------------------|
| FINE 413 | Venture Capital and Private Equity |
| STRE 461 | Managing New Venture Creation      |

### Recommended electives

Strategy and Entrepreneurship majors may take at least two of the following courses for greater depth in an area:

|          |   |
|----------|---|
| ACCN 310 | Intermediate Financial Accounting I     |
| CBMA 411 | Market Research                         |
| MHSC 410 | Dimensions in Human Resource Management |
| MHSC 411 | Negotiation and Conflict Resolution     |

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

### MINOR IN STRATEGY AND ENTREPRENEURSHIP

In addition to the required courses listed earlier in this section, an undergraduate business student who meets the major requirements for another area within the business school and completes the following courses is eligible for transcript designation of a minor in strategy and entrepreneurship.

#### Required Courses<sup>1</sup>

|          |   |
|----------|---|
| STRE 410 | Corporate and Cooperative Strategy          |
| STRE 412 | The Management of Technology and Innovation |
| STRE 413 | Environment, Society and Capitalism         |

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

### MINOR IN BUSINESS

In addition to the required courses listed earlier in this section, an undergraduate student who meets the major requirements for a major in the Schools of Architecture, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering and completes the following courses is eligible for transcript designation of a minor in business.

#### Required Courses<sup>1</sup>

|                                    |                                    |
|------------------------------------|------------------------------------|
| ACCN 201                           | Financial Accounting               |
| Plus one of the following courses: |                                    |
| ECON 101                           | Introductory Microeconomics        |
| ECON 103                           | Honors Introductory Microeconomics |

Plus four of the following courses:

|          |  |
|----------|--|
| ACCN 301 | Managerial Accounting                    |
| CBMA 301 | Consumer Behavior/Marketing Fundamentals |
| FINE 301 | Financial Management                     |

|  |   |
|--|---|
| ISPM 101   | Introduction to Business Computing                    |
| ISPM 301   | Business Modeling                                     |
| LGST 301   | Legal, Ethical and Regulatory Environment of Business |
| MHSC 301   | Organizational Behavior                               |
| MOCO 301   | Management Communications                             |
| <i>Plus one additional Freeman course or both TIDB 101 (or TIDB 102) and TIDB 111.</i> |   |

<sup>1</sup>Students must review the Course Descriptions section to determine the prerequisites needed for each course. Students will not be allowed to enroll in classes if prerequisites have not been met.

### DOUBLE MAJORS

BSM students can only have one second business major or one business minor in addition to their first business major. Overlap is allowed for required business major or minor courses only. Consult the Newcomb-Tulane College policy for information regarding a second major or a minor outside the business school.

### SPECIAL PROGRAMS

#### Energy Specialization

With the approval of the Energy Institute, faculty committee and the BSM Curriculum Committee, a student in the Bachelor of Science in Management program may receive an Energy specialization by completing at least nine (9) semester credit hours of energy-related course work. In addition to satisfying the course requirements, each student who receives the Energy Specialization must be approved by a faculty committee affiliated with the Energy Institute. Any waivers or deviations from these requirements must be reviewed and approved by the Energy Institute faculty committee.

#### Required for the BSM Energy Specialization:

|          |   |
|----------|---|
| FINE 422 | Energy Markets, Economics, and Policy (3) |
|----------|---|

#### Other courses that can be applied towards the BSM Energy Specialization:

|          |   |
|----------|---|
| FINE 416 | Equity Analysis/Burkenroad Reports (3)<br><i>FINE 416 may be used in the Energy</i> |
|----------|---|

*A. B. Freeman School of Business: Programs of Study Specialization; however, the student is required to serve as a financial analyst for an energy company in the Burkenroad Reports portfolio of companies. The Burkenroad Report covers approximately twenty-five small-to-mid-cap energy companies.*

FINE 461 Darwin Fenner Student-Managed Investment Program (3)  
*FINE 461 may be used in the Energy Specialization; however, the student must focus on the energy sector. Participation in this course is by invitation only by the finance faculty and is based on academic performance.*

#### **Other Recommended Elective Courses:**

FINE 413 Venture Capital and Private Equity

FINE 414 Risk Management

FINE 418 Fundamental and Technical Trading

Courses from this list may be used on a case-by-case approval basis to satisfy up to three (3) semester credit hours in the Energy Specialization.

Students may request that other elective courses be used to satisfy 3.0 semester credit hours. Request for approvals should be submitted to the Entergy-Tulane Energy Institute faculty, Mezzanine Level, Goldring/Woldenberg Hall II.

#### **Summer Study Abroad**

The Freeman international business program enables students to live and study in another culture. During the intensive summer study abroad, students earn elective credits toward completion of their Freeman business degrees. The courses develop their international management skills by focusing on cultural understanding and global strategies that create competitive advantages in international business. All courses are taught in English by Freeman School and international faculty. At the host institutions abroad, students study in a campus environment. Courses are offered at two European locations each year. Courses completed during the summer study abroad are considered Freeman School courses, count as Freeman electives, and will be included in the Tulane grade-point average.

#### **Semester Study Abroad**

The Freeman School offers students who had a 3.000 GPA the previous two semesters the opportunity to study abroad while enrolled in the business school. Currently, there are multiple approved sites in Asia, Australia, Europe, and Latin America.

The business school's semester abroad is a flexible program in which students may select the semester in which they go abroad. The curriculum can also be tailored to the students' individual needs. Business courses, language courses, and courses pertaining to the specific country in which they are studying are all possible choices. Students approved to study abroad must submit their academic plan to their academic adviser for approval the semester prior to departure. This plan ensures that the students will be making satisfactory progress toward the BSM degree, while benefiting from an international educational experience.

The semester study abroad program is a direct exchange program with our partner institutions. The coursework a student completes at the other university is considered Freeman School coursework and, therefore, is counted in the Tulane grade-point average. The business courses taken as part of the semester study abroad are counted as Freeman electives. Enrolled students pay Tulane University tuition.

#### **Independent Study**

In addition to the Newcomb-Tulane College policy, the business school requires an overall GPA of 3.333 or higher and the approvals of the instructor and the area head.

#### **Internships**

Freeman School majors may elect to do a business internship that will appear as a one-credit, 400-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 purpose of the internship must be to apply (within an ongoing business organization) the intellectual capital obtained from first through third-year Freeman School courses. The student is responsible for locating the firm and arranging an internship position.

Before registering for the internship, the student must present a proposal indicating the objectives of the internship and how the student will demonstrate that the objectives have been met. This

proposal must be approved by an instructor (faculty sponsor) who teaches in the respective major. Final approval by the Freeman School Office of Undergraduate Education must occur prior to course registration. This course is normally offered only during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**Honors Program in Political Economy**

This program allows a BSM student to participate in the interdisciplinary study of political economy while fulfilling the requirements of the BSM degree. The Honors Program is designed to enhance a student’s understanding of the interrelationships between political and economic activities and institutions. It also seeks to develop moral and historical perspectives important in understanding the connections between government and private economic enterprise. Some of the requirements of this program may be met by using political economy courses in the Murphy Institute as electives in the BSM course of study. Preparation for this program is best begun in the earliest stages of curriculum planning during the freshman year. Some courses may be taken to fulfill general distribution requirements before the junior year. For students who have not done that, an extra semester of study is recommended to fulfill all requirements without excessive overloading. The requirements for the program are:

| <b>Course</b> |                                       | <b>Credit Hours</b> |
|---------------|---------------------------------------|---------------------|
| ECON 301      | Intermediate Microeconomics           | 3                   |
| PECN 301      | Introduction to Political Economy     | 3                   |
| PECN 302      | Political Economy: Ancient and Modern | 3                   |
| PECN 303      | Individual Society and State          | 3                   |
| PECN 304      | Economics and Policy-Making           | 3                   |
| PECN 600      | Majors Seminar                        | 3                   |

In addition, students are encouraged to take Intermediate Macroeconomics (ECON 302).

Interested students should declare their intentions to pursue the Honors Program as early as possible and should confer with the Murphy Institute in Tilton Hall.

**Master of Accounting**

Tulane’s 30 credit-hour program is designed to meet the needs of future accounting professionals. Unique features of the program

are the ability to custom design a curriculum based on career aspirations as well as a busy (accounting) season internship. Freeman School students may apply for admission to the Master of Accounting program in the junior year. It is possible to earn both the BSM and MACCT degrees concurrently. (For more information or to apply, please contact: Office of Admissions, Freeman School of Business, Tulane University, New Orleans, LA 70118; 504-865-5410.)

**MBA Early Admit Program**

The Freeman School offers early admission to its MBA program in conjunction with the Schools of Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Qualified undergraduates begin study toward the MBA as seniors. Course taken in the first year of the MBA program will serve as elective for the undergraduate degree. Thus, with careful planning, students can earn both degrees in five years rather than the customary six years.

There are no prerequisites for the early admit program. Admission is highly selective and is made primarily on the basis of undergraduate GPA and performance on the Graduate Management Admission Test (GMAT). To be considered, students must complete all undergraduate major and core requirements by the end of the junior year; therefore, students in the BSM program and Tulane’s School of Architecture are not eligible. Interested students should contact their academic advisers as early as the first- or sophomore year to ensure that their curricula are planned with this program in mind.

**Master of Finance**

For students interested in a future in finance, Freeman offers a 12 month, 34 credit-hour graduate program. The Master of Finance program is designed for students who want in-depth coverage of finance without the broad-based managerial curriculum typical of MBA studies. Students must have earned an undergraduate degree before they begin the Master of Finance program. (For more information or to apply, please contact: Office of Admissions, Freeman School of Business, Tulane University, New Orleans, LA 70118; 504-865-5410.)

**Doctor of Philosophy**

The PhD program in business administration at the A. B. Freeman School of Business is a full-time, research-intensive program. The Doctor of Philosophy program is designed for students who want

in-depth coverage in preparation for teaching at the college level. It is a four-year, 48 credit-hour program. Students must have earned an undergraduate degree prior to beginning the PhD program. (For more information or to apply, please contact: Office of PhD Admissions, Freeman School of Business, Tulane University, New Orleans, LA 70118; 504-865-5495.)

## **HONORS AND AWARDS**

### **Honor Societies**

**Beta Alpha Psi:** This honorary national accounting fraternity seeks to promote continuous self-improvement, to foster high moral and ethical standards, to encourage and recognize scholastic and professional excellence, to cultivate a sense of responsibility and service, to promote the collegiate study of accounting, and to provide an opportunity for association between its members and practicing accountants. Membership, by invitation only, is based on scholarship and professional attributes.

**Beta Gamma Sigma:** The purpose of this honorary business scholastic fraternity is to reward scholarship and accomplishment in all phases of business, to promote the advancement of education in the science of business, and to foster principles of honesty and integrity in business practices. High scholarship and promise of marked ability are the prime requisites for selection of graduating seniors for membership. New members join by invitation at the annual meeting that is held in conjunction with graduation activities.

### **Academic Honors**

Please consult the Newcomb-Tulane College policy.

### **Awards Bestowed at Commencement**

Please consult the Newcomb-Tulane College section and the BSM Handbook.