

A. B. Freeman School of Business

Mailing Address

A. B. Freeman School of Business
Goldring/Woldenberg Hall I, Suite 200
Tulane University
New Orleans, LA 70118

Telephone Numbers

Office of the Dean
Dean: Angelo S. DeNisi, PhD
Phone: 504-865-5407
800-223-5402

The A.B. Freeman School of Business houses three academic areas (behavioral science, economic science, legal studies and business) offering undergraduate majors in accounting, consumer behavior/marketing, finance, information systems/process management, legal studies in business, managing human and social capital, and strategy and entrepreneurship.

In addition to its undergraduate offerings, the Freeman School offers the Master of Accounting, Master of Business Administration, Master of Finance, and Doctor of Philosophy degrees. The MBA strategically focuses on the global business environment and experiential learning, and the school's partnerships with schools and programs in Latin America and Asia continue to expand and build a truly global MBA program. Experiential learning emphasizes hands-on experience, provided through such programs as the Burkenroad Reports, the Darwin Fenner Investment Fund, and practice classes, which involve projects associated with the rebuilding of New Orleans.

The MBA program develops practical skills within the context of a global environment. As these initiatives develop, they are extended to the BSM program. This ensures a truly unique program that is attractive to students and employers alike. The MBA can be earned through the traditional two-year program, the part-time Professional MBA program, or the accelerated Executive MBA programs in several locations worldwide. In addition to the MBA, the Freeman School also offers Master of Finance and Master of Accounting degrees.

MISSION

The mission of the A. B. Freeman School of Business is to be a leading private business school dedicated to preparing current and future business leaders to compete in global business and to advancing the practice of management through excellence in teaching, research and, service.

HISTORY

The College of Commerce and Business Administration was founded in September 1914, supported by business leaders who envisioned a school that would strengthen the New Orleans economy and capitalize on its international ties. Under the leadership of Dean Morton A. Aldrich, the College joined 16 leading business schools in founding AACSB International – The Association to Advance Collegiate Schools of Business (AACSB International) and thus set the standards for business education in the United States. The School has maintained continuous accreditation since 1916.

In 1984, the A. B. Freeman School of Business was named in honor of Alfred Bird Freeman, founder of the Louisiana Coca-Cola Bottling Company. Freeman, a renowned business innovator and civic leader, advocated foreign trade zones and further development of the port of New Orleans.

Today, the Freeman School continues to meet the needs of the business community—locally, nationally, and internationally—by educating the leaders of today and tomorrow through its Bachelor of Science in Management, Master of Business Administration, Master of Accounting, Master of Finance, and Doctor of Philosophy in Business Administration degree programs.

FACILITIES

The Freeman School is housed in Goldring/Woldenberg Hall I and II, state-of-the-art complexes offering an outstanding educational environment and professional support services.

Lillian A. and Robert L. Turchin Library

The Turchin Library provides support to the teaching, learning, and research activities of the Freeman School, as well as supporting the business and management information needs of Tulane students and faculty. The library is open 85 hours per week during the normal semester and has extended hours during exam

periods. Access cards must be used after normal business hours and on weekends.

Management Communication Center

The MCC offers professional writing instruction and assistance in developing business presentation skills.

Management Technology Center

The MTC is equipped with Pentium-class multimedia workstations that have school-required software, access to the Freeman network, Internet access, and access to the university's shared systems. Use of the MTC is limited to Freeman School students, and Tulane ID cards are required to gain entry.

Classrooms

Both Goldring/Woldenberg Hall I and Goldring/Woldenberg Hall II have classrooms. Though students may occasionally have classes in both buildings, in general, Goldring/Woldenberg I (G/W I) houses undergraduate education.

Media Services

Located in Room 261 of G/W I, Media Services provides a wide range of audio/visual equipment and support for class presentations. All classrooms are equipped with a ceiling mounted projector, an Intel Pentium computer, a stereo DVD/VHS videocassette player, and a variety of the latest presentation technology. Media Services provides video recording services for both taping class presentations and simulated job interviews in its two-camera color television studio. Digital editing for class projects is also available.

Career Management Center

A professional staff and many resources are available to guide students enrolled in the BSM program through all aspects of career planning. The Career Management Center provides support for career development and job searches through individual counseling, mock interviews, outreach to employers, campus interviews, job fairs, job postings, resume books, the CMC website, and other resources.

In addition, the Career Management Center conducts three two-hour sessions each academic year. As a graduation requirement, these sessions are mandatory. A list of the sessions is included in the Course and Faculty Listings at the end of this section of the catalog.

The CMC's counseling staff meets with students individually, through formal classroom instruction, and through workshops to provide information on self-assessment, career direction, professional objectives, effective communication skills, and evaluating job offers.

CENTERS OF EXCELLENCE

The Freeman School has established several centers of excellence that complement its educational mission and promote specialized research and community outreach.

William B. and Evelyn Burkenroad Institute for the Study of Ethics and Leadership in Management: Created in 1990, the goal of this institute is to increase the understanding of ethical dilemmas in business. The institute encourages fundamental research into the effects of personal values on economic decisions.

Freeman Center for Doctoral Studies and Research: Established in 1992 through a generous endowment from the Ella West Freeman Foundation, the Freeman Center, located on the seventh floor of Goldring/Woldenberg Hall I, houses the Freeman School doctoral program in business administration. The Center has doctoral offices that are equipped with computers and research facilities for doctoral students and research programs. The Center provides funding for doctoral students and graduate faculty. The Freeman Center was founded to facilitate faculty and student research and to serve as a conduit for the doctoral program to reach a preeminent position in management education and research.

Goldring Institute of International Business: Established in 1991 and named for the Goldring family, longtime contributors and supporters of Tulane and the Freeman School, the Goldring Institute administers Freeman School international programs. The Goldring Institute is guided by an advisory board of distinguished business, government and academic leaders who contribute to the achievement of the Institute's goals. The Institute's activities are divided into three major categories: Academic Programs, Center for Latin American Business Studies, and Research Programs.

Levy-Rosenblum Institute for Entrepreneurship: This institute, founded in 1991 through a gift from the Levy-Rosenblum Family Foundation, provides a forum where the Freeman School assists the corporate and family business community to identify and explore business issues through shared learning experiences. The Institute also trains and inspires entrepreneurs through coursework,

community service projects, research assistantships, and internships. Additionally, it contributes to regional economic development through the coordination of joint academic, government, and business initiatives that stimulate private enterprise. The Levy-Rosenblum Institute seeks to fulfill its goals by organizing its efforts into four divisions: Corporate Partners for Community Service Program, Entrepreneurial Studies and Research Program, Family Business Center, and Economic Development Center.

Stewart Center for Executive Education: Founded in 1982 and named in 1994 in recognition of Frank B. Stewart and his family, longtime supporters of Tulane University, the Stewart Center offers working professionals the opportunity to earn an MBA in an accelerated, weekend format with minimal interruption to their careers. Students gain advanced management knowledge, which they are able to apply immediately to their work. Tulane's Freeman School conducts EMBA programs in the U.S. (New Orleans and Houston) and abroad (Chile, China, and Taiwan). The program is fully accredited by AACSB International and is consistently ranked among the top EMBA programs in the U.S. and Latin America by *Business Week*, *AmericaEconomia*, and other publications.