

Course Descriptions

**A. B. FREEMAN SCHOOL OF BUSINESS
TULANE UNIVERSITY**

Course Descriptions

REQUIRED COURSES The required courses make up the BSM Core Curriculum and should not be dropped, nor can they be taken elsewhere. Students may not transfer Freeman core courses from other universities once they are admitted to the Freeman School. Courses that are not marked as required courses are categorized as Freeman elective courses.

REQUIRED COURSES - FIRST YEAR

INFO 1010 Introduction to Business Computing
TIDB 1010 More Than Just Business I or TIDB 102 Law and Order
TIDB 1110 More Than Just Business II
CDMA 1010 Career Development and Management

REQUIRED COURSES - SECOND YEAR*

ACCN 2010 Financial Accounting
INFO 3010 Business Modeling
LGST 3010 Legal, Ethical, and Regulatory Environment of Business (*Writing Intensive*)
CDMA 2010 Career Development and Management

REQUIRED COURSES - THIRD YEAR*

ACCN 3010 Managerial Accounting
FINE 3010 Financial Management
MGMT 3010 Organizational Behavior (*Writing Intensive*)
MCOM 3010 Management Communications (*Writing Intensive*)
MKTG 3010 Marketing Fundamentals
CDMA 3010 Career Development and Management

REQUIRED COURSES - FOURTH YEAR

MGMT 4010 Strategic Management
MGMT 4900 Business Capstone Experience
CDMA 4010 Career Development and Management

* We recommend that students complete required courses during the above-mentioned years.

All courses carry three credit hours unless otherwise noted in the descriptions below. Course offerings may change after this handbook is published. Not all courses listed in this handbook will be offered in a given semester or year.

ACCOUNTING AND TAXATION

ACCN 2010 Financial Accounting**

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 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 multinational 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. Financial statement analysis is used by decision-makers 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. Financial data is also used by business consultants to carry out, among other things, competitive analyses of their clients' businesses. ACCN 4130 emphasizes how the economics of a business situation translates 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 regulation. 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 develop an understanding of computerized accounting information systems. The course involves the extensive use of computer systems, including system development and maintenance as well as output use. It is recommended for accounting and finance majors, and for others who desire exposure to this area.

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 submit a proposal to the Director of Undergraduate Education, C. Bentley Harris, and supervising faculty member, Robin Desman. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. 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 BSM/MACCT joint-degree 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 receives 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) involving an actual problem encountered by the student during the internship. In the second writing component, the student keeps a journal of the student’s activities (without breaking the client/firm confidentiality requirements). This journal is to be a daily (preferable) or weekly (mandatory) task. It is to contain a description of activities accomplished, questions raised, and conclusions reached about what was learned for the day. This journal is submitted 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 must be mailed to the director at least twice a month. In addition, students in this course will present at a technical meeting of the Beta Nu chapter of Beta Alpha Psi at the Freeman School concerning their experiences.

ACCN 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 area head. The credit does not apply towards the accounting major requirements for a BSM degree; it may be used as elective credit. 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 the tax effects of formation, ongoing operation, and disposition of the entity are discussed. Tax effects of various transactions as they relate to the shareholders/partners are also discussed. 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 courses (are required for the BSM degree)

CAREER DEVELOPMENT AND MANAGEMENT

Grades will not be awarded for the CDMA courses. Credits awarded for the CDMA courses will not count towards the 122 minimum credits needed for the BSM degree. CDMA courses must be taken in sequential order, one level each year (CDMA 1010 in the freshman year, CDMA 2010 in the sophomore year, CDMA 3010 in the junior year, CDMA 4010 in the senior year). Students who have not completed CDMA 1010 and CDMA 2010 by the end of their sophomore year will be blocked from registering for the next semester until they have met with their BSM Academic Coordinator.

CDMA 1010 Career Management and Development Sessions**

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Career Planning, Alignment for Best Fit, and The Power of Networking. Credit hours are not awarded for this required course (0.5 credits). **CDMA 1010 must be taken in the freshman year.**

CDMA 2010 Career Management and Development Sessions**

Prerequisite: CDMA 1010, sophomore standing

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Basic Training, Alumni Career Panel, and The Interview. Credit hours are not awarded for this required course (0.5 credits). **CDMA 2010 must be taken in the sophomore year.**

CDMA 3010 Career Management and Development Sessions**

Prerequisite: CDMA 2010, junior standing

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Assessing the Opportunities, The Internship Option, and The Myth of Privacy. Credit hours are not awarded for this required course (0.5 credits). **CDMA 3010 must be taken in the junior year.**

CDMA 4010 Career Management and Development Sessions**

Prerequisite: CDMA 3010, senior standing

This course, facilitated by the Freeman School Career Management Center, will cover the following sessions: Owning the Job Search, Advanced Interviewing, and Post Graduate. Credit hours are not awarded for this required course (0.5 credits). **CDMA 4010 must be taken in the senior year.**

** Business core courses (are required for the BSM degree)

ENERGY

ENRG 4100 Energy Markets, Economics, and Policy (formerly FINE 4220, and FINE 2200)

Prerequisites: ECON 1020 or 1040, sophomore standing or above

The course covers a range of energy-related topics including major challenges and policy issues facing the industry, history of 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 as well as an individual paper on an energy subject jointly agreed to by the professor and the student. **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 free elective towards the BSM degree.*

ENRG 4200 Energy Fundamentals and Trading (formerly FINE 4230)

Prerequisites: INFO 3010, FINE 3010; junior standing or above

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

FINANCE AND BUSINESS ECONOMICS

FINE 3010 Financial Management**

Prerequisites: ACCN 2010, MATH 1140, MATH 1150, ECON 1010; Corequisite: ECON 1020

This course provides an introduction to finance for students aspiring to 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 4100 Advanced Financial Management

Prerequisites: FINE 3010, INFO 3010

This course is intended 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, INFO 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 application of theory. 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 analysis.

FINE 4120 Analysis of Fixed Income Securities

Prerequisites: FINE 3010, INFO 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. Theoretical aspects and applications of theory are both presented. Spreadsheet modeling in the above areas may be introduced.

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) the identification of financial risks associated with interest rates, currencies, and commodities; 2) measurement of risk exposure; 3) the corporate hedging decision; 4) risk-management strategies; 5) risk-management tools including forwards, futures, options, and swaps; and 6) the integration of risk-management and innovative financing techniques.

FINE 4150 International Finance

Prerequisites: FINE 4100, FINE 4120

This course provides an integrated view of international financial markets and the management of multinational firms. It introduces students to markets for spot currency transactions, currency forwards, options, and swaps. Students are familiarized with tools for valuing instruments traded in these markets. The course then focuses on the opportunities and challenges these markets present to multinational managers attempting to manage exposure to exchange rates, raise capital in international capital markets, and evaluate international capital budgeting projects.

FINE 4160 Equity Analysis/Burkenroad Reports

Prerequisites: ACCN 3100; Corequisite: FINE 4110

Students must apply for this course and enrollment is based on invitation only. Enrollment is limited to finance majors in the second semester of their junior year or first semester of their senior year with 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 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.

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 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 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 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 free elective towards the BSM degree.*

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 submit a proposal to the Director of Undergraduate Education, C. Bentley Harris, and supervising faculty member, Robin Desman. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. 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 Financial Management

Prerequisites: FINE 4100, FINE 4110, FINE 4120; 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. Credit analysis for bank lending is included.

FINE 4610 Darwin Fenner Student Managed Fund Honors Seminar

Prerequisites: FINE 4100, FINE 4110, FINE 4120; Invitation by finance faculty; senior standing and finance major
This course satisfies the upper level honors course requirement for students in the honors program.

This course combines academic study with actual investing. As part of the course, students manage a portfolio of stocks called the Darwin Fenner Student Managed Fund. Students study academic research papers and classic writings that have influenced equity investing. Through reading and discussing academic research papers, students develop a critical thinking process and proprietary investment models. Working in groups, students analyze all stock in their assigned sector of the stock market and make buy, sell, and hold recommendations to the class. In addition, the class evaluates the historic performance of the fund.

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

Prerequisites: FINE 3010 and 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 includes preparation of lesson plans, lab meetings with reflection, and 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 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 area head. The credit does not apply towards the finance major requirements for a BSM degree; it may be used as elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

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

INTERNATIONAL BUSINESS

INBS 3100 International Business Management

Prerequisites: The required nonbusiness courses (ECON 1010 & 1020, PSYC 1000 or 1010, MATH 1150 or MATH 1210, and MATH 1140) and sophomore standing

This course deals with the management of global expansion and strategy of firms. To be successful in global business ventures, managers must be prepared to experience the complexity of operating in an international context. This requires an understanding of how the world political and economic systems operate as well as how the unique challenges of different business cultures and institutions affect the development and implementation of business strategies. This course introduces the student to some of the special cases presented by the international context for management of human resources, international finance, global operations, international team building and leadership, and for business strategy.

During the 2010-2011 academic year, this course will be offered in some of the Freeman semester/summer abroad programs only.

INFORMATION MANAGEMENT

INFO 1010 Introduction to Business Computing**

The goal of Introduction to Business Computing is to ensure that all business students have the computing skills necessary to support subsequent courses in their college career and to prepare students for internships in the business world. The focus of the course will be on learning to use Microsoft Excel and Microsoft Access application programs and to pass the Microsoft Office certification tests. The certification tests are given as part of the coursework. Students who arrive on campus with the Microsoft Certified Application Specialist Certification for both Excel 2007 and Access 2007 may waive this course requirement; please consult with the course instructor to apply for a waiver.

INFO 3010 Business Modeling**

Prerequisite: MATH 1140

This course introduces students to the use of the computer as a business modeling tool. The overarching goal is to teach students to use computers to analyze models and data for integrated decision making across multiple domains including finance, marketing, accounting, strategy, and operations. The course proceeds in several parts: 1) Data Modeling - building on INFO 1010 and MATH 1140, the course will review data modeling in Excel; 2) Deterministic Modeling - the course will cover decision-making under certainty using optimization models such as linear programming. Problems such as portfolio optimization, transportation, and assignment are covered and the concepts of problem formulation and sensitivity analysis are introduced; 3) Spreadsheet Automation - concepts for programming in Excel will be introduced; 4) Probabilistic Modeling - decision making in an environment of uncertainty is covered using simulation and the principles of decision analysis. Students will also learn to choose the appropriate probability distribution for a given problem; and 5) Data acquisition from databases and SQL - the course ends by teaching how to query Access databases and introduces structured query language (SQL).

INFO 4110 Business Programming

Prerequisites: INFO 3010, junior standing or above

INFO 411 gives the student a background in computer programming logic, concepts, and design through a systematic approach to business problem solving, and the application of systems-development approach. Although the course uses Visual Basic as the programming platform, a goal of the course is to concentrate on programming concepts independent of the programming language used. The logic and concepts learned in this class are transferable to other programming projects using macro languages in software products, statistical analysis software, and full-scale software development projects.

INFO 4120 Database Management

Prerequisites: MATH 1140, junior standing or above

INFO 4120 provides a fundamental overview of the values, concepts, principles, skills, and techniques of modern database management systems and of database business application system development. Topics include the needs of business functions for database systems, components of modern database management systems, components of database application systems, logical/functional planning and design of database applications, modeling new database applications, structures of relational database application systems, and fundamentals of using a typical modern dbms (Oracle, Microsoft Access) to build database application systems. Students will first learn the foundations of database and application structures, tools, and techniques. Then, given a case for database and multifunctional business application requirements, students design, construct, and test an integrated database and associated application components.

INFO 4130 Systems Analysis and Design

Prerequisite: INFO 3010

Systems Analysis and Design (SAD) equips students with the background to understand how to develop information systems more effectively and efficiently. This course presents a core set of skills that every analyst needs to know to excel in this dynamic field. It follows the recent trend in SAD and incorporates object-oriented concepts and techniques within System Development Life Cycle (SDLC). The objective of this course is to provide students with an in-depth knowledge of object-oriented systems analysis and design procedures. The emphasis is on the analysis procedures. At the end of the course, the student will be able to analyze business situations and design computer-based information systems using structured design methodologies.

INFO 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 submit a proposal to the Director of Undergraduate Education, C. Bentley Harris, and supervising faculty member, Robin Desman. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

INFO 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 area head. Interested students should contact the Office of Undergraduate Education at the Freeman School.

** Business core courses (are required for the BSM degree)

LEGAL STUDIES IN BUSINESS

LGST 3010 Legal, Ethical and Regulatory Environment of Business**

Prerequisites: ECON 1010, sophomore standing

A writing intensive component is included in this course.

LGST 301 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 for LGST 3010 for an overview of the course.

LGST 3890 Service Learning (Add-on Component)

Corequisite: enrolled in LGST 3010, LGST 4100, LGST 4110, LGST 4120, LGST 4130, LGST 4140, LGST 4150, LGST 4160, LGST 4170, LGST 4180, or LGST 4210/4220, 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 court room procedure while acquiring research, investigation, and analytical skills through court room 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 businesspeople form and perform contracts, as well as possible remedies for breach of a contract. In addition to contracts, the course examines negotiable instruments and how they function in the banking system. The course then focuses on the general rights of creditors and how bankruptcy affects 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 is designed to teach the fundamentals of legal writing and to acquaint the student with the basic resources of computerized legal databases. Students learn the techniques of legal problem-solving and learn 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 4130 Fraud Prevention and Investigation

Prerequisite: LGST 3010

LGST 4130 focuses on providing the professional skills necessary to detect, investigate, and prevent fraud and white-collar crime. The material covered in this course should be of special interest to students in accounting, auditors, fraud investigators, loss prevention specialists, legal studies, criminologists, or business owners/managers because it includes an introduction to investigative techniques and forensic analysis of financial statements and related financial transactions for violations of the law, including fraud violations, statutory violation and compliance violations.

LGST 4140 Insurance and Risk Management

Prerequisite: LGST 3010, FINE 3010

LGST 4140 helps students prepare to be successful managers by staying one step ahead of potential problems. In the ever-changing landscape of business, identifying and analyzing risk and managing it through insurance and alternative tools are integral to the overall risk management plans of individuals and firms. This class 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 operating in the business world of today and tomorrow.

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

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

LGST 4180 Sports and Entertainment Law

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

LGST 418 is designed to introduce 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 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 examines policy problems and operational concerns that arise as a result of conflicting laws, and gaps in the laws applicable to these two industries.

LGST 4200 LSAT Review

The Law School Admissions Test Review 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 business students only

LGST 4210/4220 Moot Court

Prerequisite: LGST 3010, junior standing

LGST 4210/4220 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 involve simulation exercises involving trial preparation and trial procedure, 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 the 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 of the internship, the student must submit a proposal to the Director of Undergraduate Education, C. Bentley Harris, and supervising faculty member, Robin Desman. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. 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 area head. Interested students should contact the Office of Undergraduate Education at the Freeman School.

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

MANAGEMENT COMMUNICATION

MCOM 3010 Management Communication**

Prerequisites: ENGL 1010, sophomore standing and above

A writing intensive component is included in this course.

Emphasizing a problem-solution approach, MCOM 3010 teaches students to produce professional written documents and oral presentations; to analyze various communication purposes, strategies, and audiences; and to 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)

Prerequisites: ENGL 1010, sophomore standing or above

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 for MCOM 3010 for an overview of the course.

MCOM 3890 Service Learning (Add-on Component)

Corequisite: MCOM 3010, 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 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 3010 concurrently with the public service course in their junior year.*

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

MANAGEMENT

MGMT 3010 Organizational Behavior**

Prerequisites: Newcomb-Tulane College social science core requirement, junior standing or above

A writing intensive component is included in this course.

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

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.*

By integrating the knowledge and skills acquired from the BSM core curriculum, students will identify and diagnose the strategic issues that companies face in complex and competitive environments. Strategic Management encompasses a series of interrelated steps in 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 the students to develop skills in conducting industry analysis, 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, developing a capacity to propose and implement sound, realistic, and specific solutions for the firm's strategic problems.

MGMT 4010 Strategic Management (Business Senior Honors Thesis Section) – 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. Students enrolled in this section of the course will begin work on their Business Senior Honors Thesis. They will complete the Business Senior Honors Thesis in MGMT 5000 in the spring semester. This course is one part of the senior honors thesis and does not count as an honors elective course.

MGMT 4100 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 4110 Cases in Entrepreneurship

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

MGMT 4110 reviews thirteen 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 the search, evaluation, and acquisition of new, as well as 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 innovative thinking while assignments and presentations hone business communication skills. Discussion of entrepreneurship, family business, and small business management gives the student an overview of the alternatives to traditional corporate employment. Most importantly, students interact with top-level executives who are role models from whom they can learn how to be successful entrepreneurs.

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 to make better corporate-level decisions addressing diversification, integration, and internal development issues facing modern multi-business firms. The coursework includes a team project.

MGMT 4130 Dimensions in Human Resources Management

Prerequisites: MATH 1140, PSYC 1000, 1010 or 1020, 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

Prerequisites: All 3000-level BSM core courses, junior standing or 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; pricing; making decisions in groups; considering ethics; identifying industry characteristics; evaluating financial statements; negotiating; 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 to corporations competing in the global economy: 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

Prerequisite: 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 an understanding of 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.

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 are some of the topics that are covered in this course.

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 submit a proposal to the Director of Undergraduate Education, C. Bentley Harris, and supervising faculty member, Robin Desman. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. 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 Entrepreneurship: Managing New Venture Creation

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 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 have gained a "real-world" orientation to the entrepreneurial process of conceiving and implementing an idea for a new venture.

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.

A writing intensive component is included in this course.

In MGMT 4900, students will pull together and 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 class will be organized into teams, and the highlight of the course will be a final BSM Case Competition involving all students taking the capstone course. The course requirements include an individual written case analysis and a team case analysis and presentation. Students will also be graded on class attendance and participation and their abilities to work effectively and contribute as team members.

MGMT 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 area head. Interested students should contact the Office of Undergraduate Education at the Freeman School.

MGMT 5000 Business Senior Honors Thesis

Prerequisites: MGMT 4010 Business Senior Honors Thesis Section.

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 Thesis. They will start the Business Senior Honors Thesis in the Honors Thesis section of MGMT 4010 in the fall semester.

** Business core courses (are required for the BSM degree)

MARKETING

MKTG 3010 Marketing Fundamentals**

Prerequisites: MATH 1140, MATH 1150 or 1210; ECON 1010 or 1030; ECON 1020 or 1040; and PSYC 1000 or 1010, junior 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

Pre- or Corequisite: 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 understanding 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 4110 Marketing Research

Pre- or Corequisite: MKTG 3010

This course helps organizations listen to and understand their consumers and markets. This course deals with the methods for the collection, analysis, and interpretation of consumer and market information. The course familiarizes students with important concepts of consumer and market research and provides hands-on experience through real world field projects or cases.

MKTG 4120 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 4220 Sales Force Management

Pre- or Corequisite: 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 International Marketing

Prerequisites: All BSM 3000-level core classes

CBMA 413 focuses on marketing management problems, techniques, and strategies necessary to incorporate marketing concepts into the framework of the world marketplace. It follows a multidisciplinary approach to create a broad understanding of the subject matter, including concepts from sociology, political science, economics, and marketing. This class also considers contemporary issues including globalization and the impact of the Internet.

MKTG 4240 Relationship Marketing

Pre- or Corequisite: MKTG 3010, junior standing or above

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 their success. The major objectives of this course are twofold. First, focus on the marketing tools and techniques that organizations use to identify key constituencies, build relationships and assess their impact on the organization's performance. Second, provide students with a forum for presenting and defending their recommendations, and for critically examining and discussing the recommendations of others.

MKTG 4260 Advertising and Brand Promotion

Pre- or Corequisite: MKTG 3010

This course is designed to provide the conceptual underpinnings of marketing communication, and reflect the role of media strategies in providing information, persuading, selling and creating popular culture. This course emphasizes the development of integrated marketing communication programs. Students will learn the fundamentals of different media options, how to evaluate marketing communication programs/outcomes, and how to develop an integrated marketing communication campaign. Students will be also introduced to trends and issues facing marketing communication historically and today. A substantial portion of in-class and out-of-class time will be devoted to applying the concepts and developing a real-world marketing communication program.

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 submit a proposal to the Director of Undergraduate Education, C. Bentley Harris, and supervising faculty member, Robin Desman. The final grade for the internship is given on a S/U basis upon submission of a ten-page paper to supervising faculty member, Robin Desman. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

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 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 4610 Research Design and Applications in Behavioral Sciences (honors course)

Prerequisites: Open to honors students only and others by instructor approval. Pre- or corequisite: MKTG 3010

Freeman School juniors and seniors demonstrating academic excellence are invited to participate in a behavioral laboratory based class that teaches students how to design research studies, collect and analyze responses, and develop applications. The class is useful for students considering graduate school and a career in research in industry. Included will be learning statistical analysis, using programs like SAS, monitoring participant sign-ups using software like Sona Systems, and creating laboratory studies using software like Media Lab and Survey Monkey. There is a significant component of interdisciplinary research, for example, with the School of Social Work, the School of Medicine, and the School of Public Health and Tropical Medicine. The lab times are flexible and groups meetings will be scheduled at convenient times.

MKTG 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 area head. Interested students should contact the Office of Undergraduate Education at the Freeman School.

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

BUSINESS PUBLIC SERVICE COURSES

TIDB 1890 Service Learning (Add-on Component)

Corequisite: TIDB 1010 and/or TIDB 1110

This course is a required add-on component to TIDB 1010 and TIDB 1110 for any student who enrolls in it. In TIDB 1890 students will engage in service learning activities that will complement the introductory business curriculum in TIDB 1010 and TIDB 1110. Upon successful completion of TIDB 1890 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: enrolled in LGST 3010, LGST 4100, LGST 4110, LGST 4120, LGST 4130, LGST 4140, LGST 4150, LGST 4160, LGST 4170, LGST 4180, or LGST 4210/4220, 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 court room procedure while acquiring research, investigation, and analytical skills through court room 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 3010, 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 3010 concurrently with the public service course in their junior year.*

MGMT 4160 Leadership (Service Learning is embedded in the course)

Prerequisite: MGMT 3010, junior standing or above

This course studies leadership and leadership development. At the center of the course is a service learning project that is done in collaboration with the Center for Public Service. Each student will lead a team in doing a service project in the community. Students are 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, we will focus our class meetings on various aspects of leadership. Theories and practical advice about leadership will be analyzed. In addition, students will take several leadership assessments and receive feedback about their leadership styles. Students should leave the course with a greater understanding of challenges of leadership, knowledge about research on leadership, practical experience doing leadership, and an increased awareness of their own leadership styles.

PERS 4560 (fall semester) or PERS 4570 (spring semester)

Business Service Learning Internship

Corequisite: PERS 4890

This practicum is designed for students 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 active exploration of 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 which meets one hour per week for 10 weeks. The course provides 1 credit towards the BSM degree. Students are restricted to one internship for credit.

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

Prerequisites: FINE 3010 and 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 includes preparation of lesson plans, lab meetings with reflection, and classroom experiential teaching in a high school class environment.

TULANE INTERDISCIPLINARY EXPERIENCE SEMINARS (TIDES)

TIDB 1010 More Than Just Business I

TIDB 101 introduces students to the business world by critically examining the art of management. The course focuses on the question: why do people work together and how? The objective of TIDB 101 is to introduce students to basic business concepts, to develop a plan for their field of study, as well as to 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 that line was written. Why? From the largest corporate mergers to simple 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 the bedrock of a free society. Although the press might occasionally indicate otherwise, lawyers are members of a profession and they get 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 you explore how one becomes a lawyer and what it is like to be a lawyer.

TIDB 1110 More Than Just Business II

Our economic system and our society need leaders, but how are those leaders formed? Our youngest leaders matured in the glow of computer screens; our oldest matured in the shadow of the Depression and World War II. This class will examine how era and values shaped leaders from these two disparate groups. During the journey, we hope to discover something more profound -- the process through which leaders of any era emerge.

TIDB 1890 Service Learning (Add-on Component)

Corequisite: TIDB 1010 and/or TIDB 1110

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

