

JOSEPH A. BUTT, S.J., COLLEGE OF BUSINESS ADMINISTRATION

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ASSISTANT PROFESSORS: John Barnes, Kirsten Daniel, Michelle Kirtley Johnston, Jing Li, Elyssa Schultz

COORDINATOR OF GRADUATE AND EXTERNAL PROGRAMS: Jan Moppert

M.B.A. DIRECTOR: Wing Fok, Ph.D.

M.Q.M. DIRECTOR: Caroline Fisher, Ph.D.

SMALL BUSINESS DEVELOPMENT CENTER DIRECTOR: Ronald H. Schroeder, Ph.D.

The college, founded in 1947, holds membership in the American Association of Colleges and Secondary Schools, Association of American Colleges, Association of Jesuit Colleges and Universities, National Catholic Educational Association, the Southern Business Administration Association, and the Southwestern Business Administration Association. The college is accredited by AACSB, The International Association for Management Education.

DEGREES

Bachelor of Business Administration (B.B.A.) with majors in economics, finance, international business, management, and marketing

Bachelor of Accountancy (B. Acc.)

Master of Business Administration (M.B.A.)

Master of Business Administration/Juris Doctor (M.B.A./J.D.)

Other programs include double majors; minors in various non-business disciplines offered by the university; minors in business administration, in economics, in marketing, and in pre-M.B.A. for non-business students, and minors in international business and in legal studies for business students.

MISSION AND VISION

In the Ignatian tradition and consistent with the goals of Loyola University New Orleans, the mission of the Joseph A. Butt, S.J., College of Business Administration is to prepare and graduate individuals with the capacity and motivation to become effective and socially responsible business and community leaders who possess a love for, the critical intelligence to pursue, and the eloquence to articulate truth. The college's primary emphasis is the provision of innovative and superior undergraduate management education. In addition, the college is committed to offer selected high quality graduate

programs which are consistent with the mission of the university. The faculty of the college is committed to excellence in research and dedicated to service that enhances the quality of our undergraduate and graduate teaching.

The college is committed to provide undergraduate and graduate programs designed to prepare students for leadership roles in the dynamic, global environment of profit and not-for-profit organizations; a value-laden management education in the Ignatian tradition; emphasis on exceeding the expectations of its customers; and continuous improvement.

CREDIT FROM OTHER INSTITUTIONS

Credit may be granted for work successfully completed at accredited institutions of higher learning. Transfer credits acceptable for admission purposes shall be valid for degree credit in the college only to the extent to which they represent courses acceptable in the curriculum of the college. All questions regarding the application of transfer work to degree requirements must be resolved within the first semester of enrollment.

The college will not accept transfer credit for any course in which a grade lower than C has been received. Credit will not be allowed for business courses completed at the freshman-sophomore level at another college or university that are offered at the junior or senior level in this college.

After matriculating at Loyola, students wishing to take courses at another college or university must receive permission from the associate dean. Permission will be granted only to students in good standing and, for business courses, only for schools accredited by AACSB. Students are cautioned that permission to take summer courses elsewhere will be granted only for compelling reasons. Courses taken elsewhere prior to and after matriculation at Loyola transfer as earned hours; the grades do not enter the Loyola GPA.

Transfer students who have previously enrolled in the College of Business Administration should not expect courses taken at a junior college or an institution not accredited by the AACSB to be applied toward the degree.

ACADEMIC WORK LOAD

A full-time student not on probation may not take more than 20 hours during a fall or spring semester or six hours during a summer session without permission of the associate dean.

The normal load for full-time day students is 15 to 18 credit hours. Students on probation are limited to 16 credit hours.

Evening students who are employed full-time may not register for more than nine credit hours without approval from the associate dean. A normal academic load for evening division students is six credit hours.

GRADUATION ELIGIBILITY

In order to graduate, a student must meet the graduation requirements of the university and college and must also possess a Loyola grade point average of at least 2.0, as well as at least a 2.0 in business courses taken at Loyola. Students must also complete all the required courses for their major(s) and have at least a 2.0 grade point average in those major courses taken at Loyola. At least half the adjunct and business core courses, at least 15 hours of major courses, and BA B445 must be taken at Loyola. Course substitutions are allowed only with permission of the associate dean.

ENGLISH COMPOSITION AND MATHEMATICS COURSES

Students must enroll in English composition and mathematics courses continuously until completing all requirements. A student will be permitted to drop or withdraw from a composition or mathematics course only once. The student will be required to

complete the course during the next semester of enrollment. Any exception to this policy must be approved by the associate dean of the College of Business Administration.

INTERNSHIPS

College of Business Administration students are required to participate in the College's internship program. Because some experiences are impossible to gain in the traditional classroom setting, internships provide students with an opportunity to 1) gain relevant career-related experience, 2) reinforce and/or reevaluate classroom study through a comparison of theory and practice, and 3) pursue the study of specialized business topics in a professional setting related to their particular field of interest.

Students will participate in the internship program during their junior or senior year upon completion of the following core business courses: Managerial Accounting, Business Statistics, Financial Management, Management and Organizational Behavior, and Basic Marketing.

Typically, internships require a minimum of 120 hours at the job site and regular interaction between the student and academic supervisor. Students must also complete an academic component as defined and approved by an academic supervisor. The format of the academic component varies by industry, position, and academic supervisor.

Internships may take place in the summer, fall, or spring semester. The internship grade (reported as pass or fail) is based on the following criteria: meeting requirements set by the academic supervisor and the site supervisor; a confidential performance evaluation by the internship site supervisor; and completion of an academic component.

The required internship is for three credits and may count as major elective or business elective credit as determined by requirements for the specific major. Students must also have an overall grade point average of 2.0 to enroll in an internship.

At the beginning of the semester prior to the semester in which the internship is taken, students must contact the Coordinator for Graduate and External Programs and the faculty member in their specific major who is responsible for internships to plan their internship program.

STUDY ABROAD

All students majoring in business are encouraged to study abroad. The College of Business offers a summer program in Belgium and semester-long exchange programs in Spain and Belgium. The month-long program is taught in English by Loyola faculty and by Belgian faculty. Site visits to local companies, meetings with public officials and multinational corporation executives, and field trips are included.

The College also participates in several exchange programs. Students can study in the native language in Spain and Belgium. The host institution assists with housing, registration, and integration into the local society. Tuition is based on Loyola's full-time tuition, and is paid to Loyola; no tuition is paid at the other school. The student will be assisted by staff in the associate dean's office with selection of courses; obtaining prior written permission, required for study at any other school, assures acceptance of credits.

Students may also wish to engage in an internship while or after studying abroad. Work and/or study abroad obviously require planning well in advance, so any student considering such activities should make those interests known as early as possible.

Students who wish to study abroad through a program other than those offered by Loyola may do so. They should choose a program sponsored by a college or university holding regional accreditation in the United States.

INDEPENDENT STUDIES

A student may apply for an independent study in the following cases: 1) the student needs a course which is not being offered for graduation, or 2) the student

desires to study a topic or topics not covered in courses offered by the college. A minimum grade point average of 2.0 is required for enrolling in an independent study.

Interested students must complete a formal application prior to registration. Applications and additional information are available in the office of student records.

NON-BUSINESS ELECTIVES

Non-business electives may be taken in the College of Arts and Sciences, City College, and the College of Music. Specifically excluded are those arts and sciences courses listed in the degree program of this college, ECON X130, MATH A092, MATH C111, MATH A113, MATH A114, MATH T122 and physical education activity courses.

MILITARY SCIENCE

Students receive full credit for all military science courses taken. However, these credits may be applied only towards the non-business elective portion of the curriculum.

PREREQUISITES

Most courses have specific prerequisites. Students may not register for courses until they have met the prerequisites listed in the course descriptions at the end of this volume. It is the student's responsibility to become familiar with course prerequisites. Students with fewer than 56 cr. hrs. are not permitted to enroll in 300- or 400-level business courses.

FRATERNITIES AND PROFESSIONAL SOCIETIES

The College of Business Administration sponsors student organizations because we recognize the need for a balance among academic, social, and service opportunities. Active involvement in one or more of these organizations will enhance the college career and professional marketability by providing a forum for developing lasting friendships and establishing a professional network.

PROFESSIONAL CLUBS

American Marketing Association

As a professional organization the AMA helps develop, encourage, and strengthen working relations between students studying marketing and marketing professionals in the business community. The resulting exchange of ideas, knowledge, and experience is mutually beneficial. Meetings regularly feature business leaders from both the local and national arena and a monthly luncheon meeting attended by students, faculty, and marketing professionals.

Delta Sigma Pi

Delta Sigma Pi is an international professional commerce society. Its purposes are to foster the study of business; encourage scholarship, social activities, and the association of students for the mutual advancement by research and practice; promote closer ties between the commercial world and students of commerce; and further a high standard of commercial ethics and culture for the civic and commercial welfare of the community.

Economics Club

The Economics Club is designed to stimulate interest in economics among university students. Economics is a social science that analyzes the relationship between human behavior and the production and exchange of goods and services. Club activities are designed to promote an understanding of current economic issues, current economic controversies, and the role that economics plays in personal and professional decision making. The Economics Club is open to all majors and also publishes the Loyola Student Journal of Economics, which is distributed throughout the nation.

Financial Management Association

The purposes of the Financial Management Association and the FMA Honor Society are to assist in the professional, educational, and social development of university students interested in finance, banking, and investments, and to encourage interaction among business executives, faculty and students of business and finance. To join the FMA a student must have a sincere interest in finance. To be considered for membership in the FMA Honor Society, a student must have an overall GPA of 3.25 and at least six hours of finance course work with a GPA of 3.25.

Loyola M.B.A. Association

The M.B.A. is a professional degree. The purpose of this association is to provide graduate business students with opportunities to develop leadership skills and to prepare for professional positions in the private and public sectors. This club provides an excellent means for M.B.A. students to interact with other students, faculty, and community leaders. Students are also given the opportunity to discuss and initiate positive changes within the M.B.A. program. Special meetings are scheduled with leaders from the civic and business community of greater New Orleans as invited guest speakers. Membership is open to all students of the graduate school of business administration.

HONOR FRATERNITIES

Beta Alpha Psi

The purposes of this national professional and honorary fraternity are to instill a desire for 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 study of professional accountancy, and to provide members with opportunities to network with practicing accountants. Meetings include professional, social, and service activities. Accounting majors with a 3.0 GPA in three completed accounting courses and a 3.0 overall GPA are eligible for membership.

Beta Gamma Sigma

The purposes of this national honor society are to encourage and reward scholarship and accomplishment among students of business administration, to promote the advancement of education in the art and science of business and management, and to foster integrity in the conduct of business operations. Juniors, seniors, and graduate students who have achieved a high level of academic performance are considered for membership in this organization. Invitations go to the upper 7 percent of the second semester junior class, the upper 10 percent of the graduating senior class, and to the upper 20 percent of the graduating master's degree class.

AWARDS

Each year in May, the College of Business Administration hosts an annual awards ceremony to honor outstanding students. Awards are given to students of all class ranks. There are four types of awards: those which are college-wide, those related to a particular major, those made by student organizations, and those given by outside agencies. The names of recipients of college awards and some of the others are inscribed on plaques located outside the dean's office.

ENDOWED CHAIRS AND PROFESSORSHIPS

Legendre-Soule Chair in Business Ethics
Hilton/Baldrige Chair in Music Industry Studies
Harold E. Wirth Chair in Economics

B.B.A. PROGRAMS AND DEGREE REQUIREMENTS

Program Objective: The primary purpose of the bachelor of business administration program is to provide students with a well-rounded education that includes a foundation in the liberal arts and sciences and a study of the art and science of management and administration. The curriculum is designed to prepare graduates for responsible citizenship and leadership roles in business and society. This program is designed to attract students nationally and internationally.

Educational Objectives: All B.B.A. programs have the following educational objectives:

- to graduate individuals who are broadly educated, and who are knowledgeable in fundamental economic principles, the business disciplines, and the impact of global forces and technology on society.
- to prepare and graduate individuals with the capability and motivation to become effective and socially responsible business and community leaders.
- to provide students with a learning experience designed to enhance the following interpersonal and analytical skills: critical thinking, ethical decision making, leadership, oral and written communication, team building, and computer application. We believe these skills are necessary for our graduates to be effective and socially responsible business and community leaders.

The bachelor of business administration (B.B.A.) degree consists of 120 credit hours and has essentially five parts: (1) common curriculum courses (philosophy, religious studies, composition, literature, natural sciences, history, fine arts); (2) non-business electives; (3) adjunct courses (psychology, mathematics, economics, decision science, legal studies, moral and social responsibility of organizations); (4) business core courses (accounting, business administration, finance, marketing, management); (5) major requirements and business electives. **At least one course in the major requirements/business electives must be in international business.** Up to six hours in computer science courses may be counted as business electives. Students should consult their advisors for applicable courses. All students must complete the following courses except for minor variations in the international business program:

Common Curriculum	33 Cr. Hrs.
Introduction to Philosophy (PHIL T122).....	3
Making Moral Decisions (PHIL V152)	3
Introduction to Religious Studies (RELS T122).....	3
Religious Studies Electives.....	6
Critical Reading/Writing (ENGL T122).....	3
The Emerging Self (ENGL T125)	3
Science (BIOL T122, CHEM T122, PHYS T122).....	3
World Civilization (HIST T122 - T124).....	6
Fine Arts Elective (MUGN, VISA, DRAM)	3
Non-business Electives (except for the international business major)	6
Adjunct	
Introduction to Psychology (PSYC A100)	3
Mathematics (MATH A115 - A116)	6
Micro- and Macroeconomics (ECON B200 - B201).....	6

Business Statistics and Quantitative Methods I and II (DECS B202 - B203).....	6
Legal Environment of Business (LGST B205).....	3
Moral and Social Responsibility of Organizations (BA B415).....	3
Business Core:	
Introduction to Business (BA B100).....	3
Business Communications (BA B101).....	3
Financial Accounting (ACCT B202).....	3
Managerial Accounting (ACCT B203).....	3
Financial Management (FIN B300).....	3
Basic Marketing (MKT B280).....	3
Management and Organizational Behavior (MGT B345).....	3
Production and Operation Management (MGT B325).....	3
Business Policy (BA B445).....	3
Major Requirements and Business Electives (except for international business majors).....	<u>27</u>
TOTAL Credit Hours	120

B.B.A. MAJOR REQUIREMENTS AND BUSINESS ELECTIVES

Economics

The purpose of the bachelor of business administration degree in economics is to provide students with a fundamental understanding of economic processes and the ability to analyze critically economic issues, so they can function as intelligent, informed business leaders and productive members of society. Emphasis is placed on understanding how interactions among people in their roles as consumers and producers, and as individuals or members of social, cultural, political, and economic organizations, are coordinated.

- Graduates should be able to critically analyze the economic effects, both intended and unintended, of decisions made under diverse institutional frameworks.
- Graduates should be able to effectively communicate economic theories and analyses.
- Graduates should have a broad understanding of the functional areas of business and the application of economics to business decision-making.

Students planning to earn a graduate degree in economics are encouraged to take MATH A257 instead of MATH A116.

	Cr. Hrs.
ECON B300, Intermediate Microeconomics.....	3
ECON B301, Intermediate Macroeconomics.....	3
ECON B305, International Economics.....	3
* Economics Electives.....	9
Business Electives.....	6
Internship.....	3

* *May choose FIN B310.*

Finance

The purpose of the bachelor of business administration degree in finance is to provide students with a fundamental understanding of the methods and techniques employed to manage the financial resources of an enterprise so they can function as business leaders. Emphasis is placed on understanding and managing working capital, long-term capital, capital structure, and dividend policy, and on evaluating a firm's financial condition and prospects.

- Graduates should be able to effectively communicate financial theories and analyses.
- Graduates should have a broad understanding of the functional areas of business and

the application of finance to business decision making.

- Graduates should have an understanding of the financial system of the United States.
- Graduates should have an understanding of international finance and markets.
- Graduates should be able to analyze the financial statements of a business enterprise.

Cr. Hrs.

ACCT B205, Intermediate Accounting I.....	3
FIN B305, Analysis of Financial Statements.....	3
FIN B310, Financial Institutions.....	3
FIN B315, Investments.....	3
FIN B400, Advanced Financial Management.....	3
* Finance Electives.....	6
Business Electives.....	3
Internship.....	3

* *May choose ACCT B206 or ACCT B300; may NOT include FIN B200.*

International Business

The purpose of the bachelor of business administration degree in international business is to prepare students to manage and lead in a variety of societies and organizations that exist in today's increasingly interdependent global economy. To achieve the following objectives international business majors take a comprehensive curriculum that includes business, language, and social science courses related to the country/region of interest (as indicated by the language chosen). Also, international business majors have access to and are strongly encouraged to participate in the international summer and semester-long study abroad exchange programs offered by the college.

- Graduates should be able to understand, appreciate, and thrive in cultures other than their own, and in organizations composed of and serving individuals with diverse social and ethnic backgrounds.
- Graduates should be able to conduct business transactions in at least two languages using the practical skills and modern techniques of management practice.
- Graduates should feel comfortable in reconciling conflicting ethical, political, and economic dilemmas of the emerging global economy.
- Graduates should be able to incorporate both the broad and specific implications of global trends and unexpected events into the design and implementation of business strategies.
- Graduates should be ready to assume positions of responsibility in internationally-oriented organizations in which these individuals can leverage their managerial skills and expertise.

Cr. Hrs.

Political Science/History/Sociology Electives (related to the region of interest as represented by choice of language).....	6
201 – 300-Level Language.....	6
ECON B305, International Economics, or FIN B325, International Finance.....	3
MGT B315, International Management, or MKT B330, International Marketing.....	3
BA B435, Multinational Business Management, or BA B400, Global Startups.....	3
International Business Electives.....	9*
Internship.....	3

* *IB majors taking a second major within the CBA may substitute one of the required courses in the other major for one IB elective.*

Management

The purpose of the bachelor of business administration degree in management is to provide students with an understanding of the challenges, concerns, and responsibilities that they will experience in the business world. This is accomplished through (1) academic course offerings which cover the functional areas of business and (2) a specialized management core which provides in-depth study in human resources, entrepreneurship, international issues, and decision-making.

- Graduates should have an intimate knowledge of, and practical skills in, modern techniques of management practice that can be implemented in organizations so that those graduates may step into positions of responsibility in any organizational setting.
- Graduates should have a clear understanding of ethical and behavioral concerns that managers face in the workplace to encourage respect for the individual and the environment.

	Cr. Hrs.
MGT B310, Human Resources Management.....	3
MGT B315, International Management.....	3
MGT B375, Contemporary Managerial Decision Making	3
MGT B430, Small and New Venture Development.....	3
Management Electives (300 or 400 Level).....	6
Business Electives.....	6
Internship	3

Marketing

The purpose of the bachelor of business administration degree in marketing is to provide students with a fundamental understanding of the marketing process and how this process integrates with the other functional areas of business. Emphasis is placed on application of key strategic marketing concepts within various environments under various conditions. Students should appreciate the implications that marketing decisions have on a firm’s internal and external constituencies.

- Graduates should have a knowledge of current marketing practices and concepts.
- Graduates should be able to apply strategic marketing concepts in a realistic or simulated environment.
- Graduates should be able to plan and evaluate systems for customer input before, during, and after production and distribution of a product or service.
- Graduates should be able to construct a coordinated marketing plan that shows the ability to assess the competitive environment and integrate all the marketing mix areas.
- Graduates should have developed a value structure to judge the implications of their marketing strategies on the internal and external constituencies of a firm.

	Cr. Hrs.
MKT B330, International Marketing.....	3
MKT B375, Data-based Marketing	3
MKT B390, Consumer Analysis and Research.....	3
MKT B450, Advanced Marketing Strategy.....	3
Marketing Electives	6
Business Electives.....	6
Internship	3

DOUBLE MAJORS

Students earning the B.B.A. or the B.Acc. may elect to have a double major. The total number of hours required varies, depending on the majors chosen. For example, management/marketing requires only six additional credit hours. Only one course may be used to satisfy requirements for two majors. Students should consult their advisor for further information.

BACHELOR OF ACCOUNTANCY

Program Objective: The primary purpose of the bachelor of accountancy program is to provide students who aspire to become certified public accountants (CPAs) with a high quality undergraduate education in the technical, ethical, and critical thinking skills needed to attain that professional designation. This program is designed to attract students nationwide.

Educational Objectives: The BAcc program has the following educational objectives:

- to graduate individuals who have the accounting preparation necessary to successfully complete professional exam requirements.
- to graduate individuals who have the technical, ethical, and critical thinking skills needed to begin the process of becoming leaders in public and private sector accounting.

One hundred and fifty (150) credit hours are required to sit for the Certified Public Accountants Examination in the state of Louisiana. Specific required courses are included in this program. Students who plan to sit for the exam in another state should inform themselves of the requirements in that state.

Common Curriculum	Cr. Hrs.
PHIL T122, Introduction to Philosophy	3
PHIL V152, Making Moral Decisions.....	3
RELS T122, Introduction to Religious Studies	3
Religious Studies Electives.....	6
ENGL T122, Critical Reading/Writing.....	3
LIT T125, The Emerging Self	3
BIOL T122, CHEM T122, or PHYS T122.....	3
HIST T122 – T124, World Civilization.....	6
Fine Arts Elective (choose from DRAM, MUGN, or VISA).....	3
Non-business Electives	3
Adjunct	Cr. Hrs.
MATH A115, Introduction to Finite Math	3
MATH A116, Survey of Calculus	3
SPCH A100, Fundamentals of Speech	3
PSYC A100, Introduction to Psychology	3
ECON B200, Microeconomics	3
ECON B201, Macroeconomics	3
DECS B202 – B203, Business Statistics and Quantitative Methods I&II.....	6
LGST B301, Business Law I	3
BA B415, Moral and Social Responsibility of Organizations.....	3
Business Core	
BA B100, Introduction to Business	3
BA B101, Business Communications.....	3
ACCT B202, Financial Accounting.....	3

ACCT B203, Managerial Accounting	3
MKT B280, Basic Marketing	3
FIN B300, Financial Management.....	3
MGT B345, Management and Organizational Behavior.....	3
BA B445, Business Policy.....	3

Major Requirements

ACCT B205 – B206, Intermediate Accounting I&II.....	6
ACCT B300, Federal Tax Accounting	3
ACCT B307, Intermediate Accounting III	3
ACCT B340, Accounting Information Systems	3
ACCT B400, Advanced Accounting	3
ACCT B403, Auditing	3
ACCT B410, Cost Accounting	3
ECON B305, International Economics or FIN B325, International Finance	3
Internship	3

EVENING PROGRAMS

The College of Business Administration offers the B.B.A. degree (with majors in accounting and in management) in the evening. Evening students take the following courses in lieu of the common curriculum requirement and non-business electives for day students. Adjunct, business core, and major requirements/business electives are the same for all B.B.A. students.

Liberal Arts	Cr. Hrs.
PHIL C122, Introduction to Philosophy	3
PHIL C364, Moral Decisions	3
Religious Studies Electives.....	9
COMP C119, English Composition.....	3
Literature Elective.....	3
Natural Science Elective	3
History/Political Science Electives	6
Fine Arts Elective	3
Non-business Electives	6

The bachelor of accountancy is also available in the evening. Students take the following courses to complete the program:

	Cr. Hrs.
Liberal Arts.....	same as for evening B.B.A.
Non-business Electives	3

Adjunct	Cr. Hrs.
MATH C115, Introduction to Finite Math	3
MATH C116, Survey of Calculus	3
SPCH C100, Fundamentals of Speech.....	3
PSYC C100, Introduction to Psychology	3
ECON B200, Microeconomics	3
ECON B201, Macroeconomics	3
DECS B202 – B203, Business Statistics and Quantitative Methods I&II	6
LGST B301, Business Law I	3
BA B415, Moral and Social Responsibility of Organizations.....	3

Business Core/Major Requirementssame for all B.Acc. students

MINORS FOR NON-BUSINESS STUDENTS

Minor in Business Administration

The minor in business administration is designed to provide a basic understanding of business functions. The psychologist who goes into private practice soon discovers that he or she is running a business; the music major who wants to open a new production quickly learns that it cannot be done without capital. The program consists of the following courses:

BA B100, Introduction to Business	3
ACCT B202, Financial Accounting.....	3
ECON X130, Economics and Society or ECON B200, Microeconomics or ECON B201, Macroeconomics.....	3
FIN B200, Personal Finance*	3
LGST B205, Legal Environment of Business	3
MKT B280, Basic Marketing	3
MGT B345, Management and Organizational Behavior	3
TOTAL:	21

* *FIN B300 may be substituted for students meeting the prerequisites.*

(Note: Junior standing is a prerequisite to all 300- or 400-level business courses.)

Minor in Economics

Economics is a study of human behavior and decision making. More specifically, economics is a way of thinking about human action and about how and why individuals make the choices which they make. The basic and enduring strength of economics is that it provides a logical, ordered way of looking at various problems and issues.

An undergraduate major or minor in economics is an ideal preparation for graduate work. A good portion of the content of an M.B.A. program is based on economics. Economics also offers excellent preparation for law school.

	Cr. Hrs.
College Math.....	3
ECON B200 – B201, Micro and Macroeconomics	6
ECON B305, International Economics.....	3
Economics Electives, 300- or 400-level	9
TOTAL	21

Minor in Marketing

The marketing minor is designed for students with majors in disciplines outside business who will benefit in their future careers from a knowledge of the principles of marketing. The minor emphasizes decision making within the framework of the total marketing process for people in such areas as advertising, communications, music, law, political science, public affairs, and psychology.

	Cr. Hrs.
BA B100, Introduction to Business	3
ECON X130, Economics and Society, or ECON B200, Micro, or ECON B201, Macro.....	3
MKT B280, Basic Marketing	3
MKT B390, Consumer Analysis and Research	3
Marketing Electives	9
TOTAL	21

(Note: Junior standing is a prerequisite to all 300- and 400-level business courses.)

Pre-M.B.A.

The pre-M.B.A. minor introduces the student to the functional areas of business and the basic tools of business analysis. In addition, the pre-M.B.A. minor provides the student with all the foundation courses required for the M.B.A. program at Loyola. The pre-M.B.A. minor consists of the following courses:

	Cr. Hrs.
ACCT B202, Financial Accounting.....	3
ACCT B203, Managerial Accounting	3
DECS B202 – B203, Business Statistics* and Quantitative Methods I&II.....	6
ECON B200, Microeconomics	3
ECON B201, Macroeconomics	3
FIN B300, Financial Management.....	3
MGT B310, Human Resource Management	3
MGT B325, Production Management.....	3
MGT B345, Management and Organizational Behavior	3
MGT B355, Advanced Business Communication.....	3
MKT B280, Basic Marketing	3
TOTAL	36

The grade of B or higher must be earned in each course in order to waive the equivalent graduate basic core course.

* *Course has college math prerequisite.*

MINORS FOR BUSINESS STUDENTS

Minors are available through the College of Arts and Sciences, College of Music, and City College. Courses required for the minor will be counted as non-business electives. Upon completion of these courses, nine hours may be applied to the business elective portion of the curriculum. Further information about specific requirements may be obtained in the college’s office of student records. The college offers two minors for students with a business major.

Minor in International Business

Modern Foreign Language.....	6
Political Science or History (International Focus, e.g., HIST A220, Latin American Studies).....	3
ECON B305, International Economics or FIN B325, International Finance	3
MGT B315, International Management or MKT B330, International Marketing.....	3
BA B435, Multinational Business Strategy or BA B400, Global Startups	3

Minor in Legal Studies

POLS A100, Introduction to American Government	3
SPCH A100, Fundamentals of Speech	3
PHIL A201, Practical Logic or PHIL A206, Introduction to Symbolic Logic	3

Choose four:

LGST B205, Legal Environment of Business*	3
LGST B301, Business Law I*	3
LGST B302, Business Law II.....	3
POLS A300, Constitutional Law I.....	3

POLS A301, Constitutional Law II	3
ECON B330, Law and Economics	3
ACCT B300, Federal Tax Accounting **	3
CMMN A401, Law of Mass Communications**	3
CMMN A420, Broadcast Law**	3
TOTAL	21

* must choose one of these

** courses have prerequisites