The E. J. Ourso College of Business Administration offers specialized professional training in several areas of business in addition to a program of general business administration. The curricula of the various departments are shown in the following chart. Each curriculum is constructed to ensure that students receive a broad general education and a sound foundation in the basic areas of business knowledge. At the same time, students may obtain limited specialization in a particular area of business. The objective of the college is to provide training in the functional fields of business administration so students will be qualified to hold positions of leadership, trust, and responsibility in business and industry. The E. J. Ourso College of Business Administration is a member school of the American Assembly of Collegiate Schools of Business (AACSB). Its undergraduate programs have been accredited continuously by the AACSB since 1931.

**MISSION OF THE COLLEGE**

The statement of mission and objectives below was developed by the E. J. Ourso College of Business Administration's strategic planning committee and was approved by the faculty of the college in the spring of 1993.

The mission of the E. J. Ourso College of Business Administration at Louisiana State University is to be the provider of premier business, management, and economic education in the state and a leader in the southeastern United States. This mission stems from LSU's position as the state's flagship University. The college is responsible for achieving excellence in the development, dissemination, and application of knowledge about the functioning of public, private, and nonprofit organizations in a global environment.

The teaching mission of the college is to produce outstanding graduates by offering comprehensive, state-of-the-art bachelor's, master's, doctoral, and continuing professional education programs in business, economics, and management of public and nonprofit organizations. The college seeks to provide its students with unique opportunities for personal and professional growth based on ethical awareness and an ability to think innovatively.

The college is equally committed to its research mission: to conduct and disseminate significant basic and applied research studies in entrepreneurship, organizations, public policy, and the economy. Such research contributes to and transcends the teaching mission of the college by advancing the frontiers of knowledge.

The college has a service mission to the University, outside constituencies, and the community of scholars. It seeks to fulfill this mission by contributing to the University's effective functioning, by interacting with business and government to foster the state's and nation's economic development, by serving in professional associations, and by developing and managing rigorous academic journals.

**ADMISSION REQUIREMENTS**

Students in good standing may apply for admission to the E. J. Ourso College of Business Administration after successful completion of 30 semester hours of course work, including the pre-business core (Accounting 2001, Economics 2000 or 2010, ISDS 1100, and Mathematics 1431) and English 1002. Applicants must have earned at least a "C" grade in English 1002. Admission is competitive. Those who have completed the aforementioned course work with at least a 3.00 overall gpa will automatically be admitted to the college upon receipt of their application. Applicants who have completed this course work with less than a 3.00 gpa will be admitted on a space-available basis, beginning with those students with the highest gpa and proceeding in descending order until the available spaces are filled. Students who are denied admission may reapply for admission in a subsequent semester.

**College Probation**

Students in the E. J. Ourso College of Business Administration whose cumulative business gpa drops below a 2.00 will be placed on college probation, Students who do not bring their business gpa back to a 2.00 by the conclusion of the next semester will be declared ineligible to continue in the college. Students declared ineligible to continue in the college will be required to reapply in order to resume their business degree program. Readmission to the college is not guaranteed.

**Readmission**

Students who were not registered at LSU for the preceding regular semester must file a formal application for readmission. Readmission to the E. J. Ourso College of Business Administration is not automatic.

**DEGREE REQUIREMENTS OF THE COLLEGE**

The degree of Bachelor of Science will be conferred on students who complete one of the approved curricula with a 2.00 or better grade-point average on all work taken and a 2.00 or better grade-point average on all business administration courses. The requirements above apply both to the total course work taken and to LSU course work separately.

The last 30 semester hours presented for the degree must be taken in residence in the E. J. Ourso College of Business Administration on the LSU campus.
## Undergraduate Degrees

<table>
<thead>
<tr>
<th>Departments</th>
<th>Curricula</th>
<th>Degree</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Accounting</td>
<td>Bachelor of Science</td>
</tr>
<tr>
<td>Economics</td>
<td>Economics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Trade &amp; Finance</td>
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<tr>
<td>Finance</td>
<td>Finance</td>
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<tr>
<td>Information Systems &amp; Decision Sciences</td>
<td>Information Systems and Decision Sciences</td>
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<td>William W. &amp; Catherine M. Rucks</td>
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<td>Department of Management</td>
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<tr>
<td>Interdepartmental Program</td>
<td>General Business Administration</td>
<td></td>
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</table>

The AACSB Standards for Accreditation state that "the school should require that at least 50 percent of the business credit hours required for the business degree be earned at the degree-awarding institution." The student must complete 119-123 semester hours in accordance with the following regulations.

### Academic Work: 123-119 Semester Hours

All 3000/4000 level business courses, except Accounting 3021, are restricted to students who have completed 60 hours of college-level course work.

### General Education Requirements

- **English Composition and Speech (12 hrs.)**—English 1000/1001 and 1002, 1003, or 1005 with a grade of "C" or better; Communication studies 1061 or 1062; and Communication studies 2010, 2061, 2064, 4101, 4113, or 4114.

- **Mathematics and Computer Science (9-13 hrs.)**—Mathematics 1021 and 1431; Mathematics 1550 may be substituted for 1431.

- **Natural Sciences (8-9 hrs.)**—See those courses listed as general education natural sciences courses.

- **Arts (3 hrs.)**—See those courses listed as general education arts courses.

- **Humanities (9 hrs.)**—See those courses listed as general education humanities courses.

- **Social Sciences (6 hrs.)**—ECON 2000 and 2010.

### Electives

Students may choose any degree credit courses offered by the University consistent with their specific degree requirements. However, no more than six hours may be selected from ROTC, kinesiology activity courses, band, chorus, or music skills courses. Up to six semester hours in ROTC may be used as electives in all business curricula.

### Pass-Fail Option

The pass-fail grading option is limited by the college to courses that are electives in a student's specific degree program.

### Correspondence and Extension Credit

Students must have the permission of the dean of the college prior to scheduling correspondence or extension course work. Students who are taking classroom courses at the University cannot take courses through correspondence study. Students not enrolled in classroom courses during a given semester can be approved for courses by correspondence through the dean of the E. J. Ourso College of Business Administration (3304 CEBA) and may enroll at the Division of Continuing Education (E106 Pleasant Hall; 578-3171). Enrollment in correspondence courses must be completed by the final date for adding courses for any semester, including summer term. The deadline for completion of all correspondence course work is the last day of final examinations for the semester during which the student is enrolled. As a maximum of three lessons per week can be submitted in a course, the time required to submit all of the lessons in
a three-credit correspondence course is at least six weeks. Students who have not completed all of the requirements by the deadline will have their enrollment automatically terminated.

Correspondence study is restricted to elective courses. No more than 12 semester hours of correspondence and extension credit may be applied toward the degree requirements of the college. A student must complete all correspondence study before registering to receive a degree and no degree may be awarded during a semester in which a student is enrolled in correspondence study.

DIRECTED STUDY COURSES

If an independent study course is taken within the college, a written description of the project to be undertaken in the course must be submitted to the department chair and dean for approval, prior to registration in the course.

STUDENT RESPONSIBILITY

Students in this college bear final responsibility for selection of their academic programs and adherence to all published regulations and requirements of the college and the University. Each student must see a counselor for a final degree checkout during the semester prior to the semester in which the degree is to be awarded.

GRADUATION REQUIREMENTS

Students who complete degree requirements during intercession should plan to graduate in August and must inform the dean's office of this intention. Such students should see a counselor and register in the summer for "degree only."

Students who have completed courses at another college or university must have an official transcript covering this work on file in the Office of the University Registrar before registering for the degree.

BETA GAMMA SIGMA

Membership in Beta Gamma Sigma is one of the highest forms of recognition at the national level that a student can receive in an undergraduate or master's program in business or management. To be eligible for membership, a student must rank in the upper 7 percent of the junior class, upper 10 percent of the graduating senior class, or upper 20 percent of the graduating master's class. Members are elected to membership and publicly recognized during the fall and/or spring term.

Beta Gamma Sigma has three purposes: to encourage and reward scholarship, to promote advancement of education in business, and to foster integrity in the conduct of business operations.

PHI KAPPA PHI

Phi Kappa Phi, a national scholastic honor society founded in 1897, now contains nearly 300 chapters nationwide. It is one of the most prestigious scholastic honor societies in the U.S. The LSU chapter was founded in 1930 as the 43rd chapter in the nation. At the present time, the national office is located on this campus in the French House.

The mission of Phi Kappa Phi is to recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others. Phi Kappa Phi is unique because it recognizes superior scholarship in all academic fields, rather than restricting membership to a limited field. Juniors in the top 7.5 percent and seniors and graduate students in the top ten percent of their classes may be invited to become members of Phi Kappa Phi. New LSU Phi Kappa Phi members are initiated and honored in the spring semester each year and wear identifying ribbons on their academic gowns at commencement exercises.

REQUIREMENTS FOR A SECOND BACHELOR'S DEGREE

To receive a second bachelor's degree from this college, students must:

- reapply for and gain admission to the college;
- complete two semesters in residence in the college;
- meet all stated requirements for a B.S. degree in the college;
- earn 30 additional hours of course work at the 3000 level or above, except when
  - the second degree program requires a 2000 level or below course, or
  - the course is in a language other than the student's native language.

NONMATRICULATED STATUS

To be admitted to the college on a non-matriculated basis, students must have earned a bachelor's degree and must meet the same admission requirements stated for students seeking the bachelor's degree. Credit earned after being admitted to the college may be applied toward a second bachelor's degree in accordance with the requirements for the second degree.

COOPERATIVE EDUCATION PROGRAM

Please see “Career Services Center” in the section of this catalog titled, “Student • University Services.”

GRADUATE PROGRAMS

Master's and doctoral degrees are offered through the Graduate School by the various departments within the college. In addition, the following special master's degrees are offered. For information about these degrees consult the Graduate Bulletin.

James C. & Cherie H. Flores Master of Business Administration Program

The combination of a general or a technical undergraduate education with a graduate-level Master of Business Administration degree is a widely recognized avenue to opportunity and success in the business world. To this end, the college offers an M.B.A. program for students who aspire to management careers in business and industry. The program is open to those who hold degrees in arts and sciences or specialized fields such as engineering, geology, chemistry, physics, or agriculture, as well as to students with undergraduate degrees in business administration.

Master of Public Administration

The Departments of Accounting, Economics, Management, Political Science, and Information Systems & Decision Sciences & the Hebert Law Center cooperate in this interdepartmental program.

Placement Service

The University maintains a professionally staffed placement service located on the first floor of the CEBA Building. Interviews are conducted throughout the year. The major concern of the placement office is to assist both students and alumni in finding positions consistent with their career objectives.

Departments and Curricula

General Business Administration

Curriculum in General Business Administration

Total Sem. Hrs. • 120-119

If ROTC is elected, see “Degree Requirements of the College.”

**Economics • Accounting 2001; select one from Accounting 2101 or 2021, Finance • Accounting 2001, 2021, International Trade and Finance • Accounting 2001; select one from Accounting 2101 or 2021. Management • Accounting 2001, 2101, Marketing • Accounting 2001, 2101.

***To be selected from the offerings of at least four of the following departments: Accounting; Economics, Finance, Management, Marketing, and Information Systems and Decision Sciences.

****Course may be chosen from Communication studies 2010, 2061, 2064, 4010, and 4114.

FRESHMAN YEAR

Sem. Hrs.

Economics 2000

3

English 1000/1001, 1002 or 1003

6

Mathematics 1431

3

General education natural science

6-8

Communication studies 1061 or 1062

3

General education arts course

3

General education humanities course

3

Non-business elective

3

Total

30-32

SOPHOMORE YEAR

Sem. Hrs.

Accounting 2001, 2101**

6

English 2002

3

Economics 2010

3

Approved speech communication elective***

3

ISDS 1100, 2000, 2001

9

General education humanities course

3
Areas of Concentration

♦ Pre-Law

First Two Years—follow General Business Administration curriculum.
Junior Year—ECON 2035, FIN 3201, 3715, HIST 3071, MGT 3200, MKT 3401, POLI 2051, ISDS 3115; approved electives (5 hrs.).
Senior Year—FIN 3826, MGT 3830, 3320 or 4620; business administration electives (15 hrs.) selected from ACCT 3011, FIN 3020, 3351, 3440, and other approved courses; general education humanities (3 hrs); approved business administration electives (6 hrs.).

♦ Business & Public Administration

First Two Years—follow General Business Administration curriculum.
Junior Year—ACCT 4421, ECON 4270, 4280, 4440 or 4440, FIN 3201, 3715, MGT 3200, MKT 3401, POLI 2051, ISDS 3115, approved electives (3 hrs.).
Senior Year—ECON 4270 or 4440, MGT 3830, POLI 4010, 4015, electives (3 hrs.) selected from POLI 4020, 4022, 4041, 4043; general education humanities course (3 hrs); approved electives (5 hrs.), approved business administration electives (6 hrs.).

DEPARTMENT OF ACCOUNTING

INTERIM CHAIR • Hughes, Associate Professor and U. J. LeGrange Endowed Professor OFFICE • 3101 CEBB Building TELEPHONE • 225/578-6202 FAX • 225/578-6201

JULIAN R. & SIDNEY NICOLLE CARRUTH DEVELOPING SCHOLAR PROFESSOR • Hayes

THOMAS H. DAIGRE ENDOURED CHAIR OF BUSINESS ADMINISTRATION • Cready

ERNST & YOUNG ALUMNI Distinguished Professor • Apostolou

DR. GEORGE W. FAIR MEMORIAL PROFESSORSHIP FOR DEVELOPING SCHOLARS • Daigre

KPMG PEAT MARWICK ENDOURED PROFESSOR • Crumbley

U. J. LeGrange ENDOURED PROFESSORS • N. Apostolou, Hughes, Reynolds, Sumners

MARJORY B. OURSO CENTER FOR EXCELLENCE IN TEACHING PROFESSOR • Louwers

PROFESSOR EMERITUS • Brenner

PROFESSORS • B. Apostolou, N. Apostolou, Christie, Cready, Crumbley

ASSOCIATE PROFESSORS • Hughes, Louwers, Sumners

ASSISTANT PROFESSORS • Daigle, Hayes, Legoria, Lefleur, Lew-Ardoin, Thomas

Students are required to earn at least a grade of "C" in each accounting course taken. For an accounting course to qualify as a prerequisite for another accounting course, it is necessary that a grade of "C" or better be earned in the prerequisite course.

Candidates for the Certified Public Accountant's examination (CPA) in Louisiana must have at least 150 hours of college credit. LSU accounting graduates meet the course work requirements of the Louisiana State Board of Certified Public Accountants. Other states may have different requirements.

CURRICULUM IN ACCOUNTING

TOTAL SEM. HRS. • 120

FRESHMAN YEAR

English 1001/1001, 1002 or 1003 6
Mathematics 1431 3
General education natural sciences sequence 6
Communication studies 1061 or 1062 3
General education arts course 3
General education humanities course 3
Economics 2035 3
Approved electives 3

Sophomore Year

Accounting 2001 3
English 2002 3
Economics 2000 3
Approved communication studies elective 3
ISDS 1100, 2001, 2002 9
General education humanities course 6
General education natural sciences course (physical/biological, not same as sequence) 3

Junior Year

Accounting 3001, 3021 6
Accounting 3121 3
Economics 3035 3
Finance 3201, 3715 6
Management 3200 3
Marketing 3401 3
ISDS 3115 3
Approved business administration elective 3

Senior Year

Accounting 3122, 3221, 3222 9
Accounting 4121 3
Management 3830 3

Approved electives 9
Approved business administration electives 6

Area of Concentration

♦ Management Accounting

Required (9 hrs.)—ACCT 3121, 4231, and either 4121 or 7122.*

*ACCT 7122 may be taken in lieu of ACCT 4121 in the student’s senior year for students who meet the requirements.

DEPARTMENT OF ECONOMICS

CHAIR • Newman, Mack Hornbeak Endowed Professor of Economics OFFICE • 2107 CEBB Building TELEPHONE • 225/578-5211 FAX • 225/578-3807

JOHN RHEA ALUMNI PROFESSOR • Richardson

OURSO Distinguished Chair in Economics • Hill

FREEPORT-McMoRAN CORPORATION Endowed Chair in Economics • Terrell

GULF COAST COCA-COLA BOTTLING CO., INC. Distinguished Professor of Business Administration • Moore, Papageorgiou

JOHN C. HAMILTON PROFESSORSHIP FOR DEVELOPING SCHOLARS • Brasington

MACK HORNBEAK ENDOURED PROFESSOR OF ECONOMICS • Newman

MARJORY B. OURSO CENTER FOR EXCELLENCE IN TEACHING PROFESSOR • Koray

THOMAS J. SINGLETARY BUSINESS PARTNERSHIP PROFESSOR • Hill

SOUTH CENTRAL BELL BUSINESS PARTNERSHIP PROFESSORS • McMillin

ALUMNI PROFESSORS EMERITI • Beard, Daly, Payne

PROFESSORS EMERITI • Culbertson, Johnson, Jones, Rice, Scott, Smyth

PROFESSORS • Hill, Koray, McMillin, Moore, Newman, Richardson, Terrell

ASSOCIATE PROFESSORS • Papageorgiou, Baseldes, Brasington, Hillebrand, Sarangi, Schwalm, Zacharias

ADJUNCT FACULTY • Dismukes

CURRICULUM IN ECONOMICS

TOTAL SEM. HRS. • 120-119

For the first two years, see the General Business Administration curriculum. If postgraduate study in economics is anticipated, it is strongly recommended that the calculus sequence, MATH 1550-1552 and 2085, be taken.

Junior Year

Economics 2035, 4270 6
Finance 3201, 3715 6
Management 3200 3
Marketing 3401 3
ISDS 3115 3
Areas of Concentration

- Empirical Economic Analysis

**Required (9 hrs)**—ECON 4540, 4630, 4632.

**DEPARTMENT OF FINANCE**

**Chair** • Lane, John L. Davidson Teaching Professor; Charles Clifford Cameron Professor

**Office** • 2163 CEBA Building

**Telephone** • 225/578-2291

**Fax** • 225/578-8366

**Distinguished Chair in Finance** • Sanger

LLOYD F. COLLETTE CHAIR • Lin

CHARLES CLIFFORD CAMERON DISTINGUISHED PROFESSOR • Lane

C. J. BROWN DISTINGUISHED PROFESSOR IN REAL ESTATE • Ryan

JOHN L. DAVIDSON TEACHING PROFESSOR • Lane

**Cherie H. Flores Endowed Chair of MBA Studies** • Hilliard

**Louisiana Department of Insurance Professor** • Ryan

**Louisiana Real Estate Commission Endowed Chair of Real Estate** • Pace

**Latter & Blum Distinguished Professor** • Slawson

**Bank One/Chuck McCoy Distinguished Professor in Financial Institutions** • Slovin

**Hermann Moyse, Jr. / Louisiana Bankers' Association Chair of Banking** • Johnson

**William H. Wright Endowed Chair for Financial Services** • Chance

**Union National Life Insurance Company Business Partnership** • Slovin

**Hermann Moyse, Jr./Louisiana Bankers' Association Chair Emeritus of Banking** • Staats

**Professor Emeritus** • Staats

**Professors** • Chance, Cray, Hillard, Johnson, Lane, Lin, Pace, Sanger, Slovin

**Associate Professor** • Slawson

**Assistant Professors** • Ryan, Stephens

**Instructors** • Blue, Breaux, Danos, Fargason, Morales, Rauterkus, Simon

**Adjunct Faculty** • Blomeyer, Boyd, Fry, Redman, Roberts, Shufield

**Curriculum in Finance**

**Total Sem. Hrs.** • 120-119

For the first two years, see the General Business Administration curriculum. If post-graduate study in economics is anticipated, it is strongly recommended that the calculus sequence, MATH 1550-52 and 2085, be taken.

**Junior Year**

| Sem. Hrs. | ECON 3630, 3632 | 3 |
| ECON 3636, 4630, 4632 | 3 |

**Senior Year**

| Sem. Hrs. | ECON 3630, 4630, 4632 | 3 |
| ECON 4632, 4828, 4850 | 3 |

**Areas of Concentration**

- Financial Management

**Required (9 hrs)**—FIN 3717, 4830, 4850.

- Financial Services

**Required (9 hrs)**—FIN 3632, 3636, 4830.

**Investments**

**Required (9 hrs)**—FIN 3636, 4828, 4850.

**Real Estate**

**Required (9 hrs)**—FIN 3351, 3352, 3353.

**Risk Management & Insurance**

**Required (9 hrs)**—FIN 3440, 3460, 4850.

The six hours of approved area electives should be chosen from finance, accounting, or economics courses numbered 3000 or above (except ECON 4010), and consistent with the student's career objectives.

Students interested in supplementing their finance major with internal auditing should select ACCT 3233 as their accounting elective and ACCT 4234 as one of their approved area electives.

Students interested in supplementing their finance major with information systems should select ACCT 4321 as their accounting elective and ISDS 3100 plus either ISDS 3110 or 4120 as their two approved area electives.

**DEPARTMENT OF INFORMATION SYSTEMS & DECISION SCIENCES**

**Chair** • Schneider, Ourso Family Distinguished Professor of Information Systems

**Office** • 3199 CEBA Building

**Telephone** • 225/578-2126

**Fax** • 225/578-2511

**Ourso Family Distinguished Professor** • Hirschheim

**Ourso Family Distinguished Professor of Information Systems** • Schneider

**Marjory B. Ourso Center for Excellence in Teaching Professor** • Chun, Houston

**Marjory B. Ourso Professor & Associate Dean** • Williams

**E. J. Ourso Professor of Business Analysis in Information Systems & Decision Sciences** • Watson

**Penniman Family Developing Scholar Professor in the E. J. Ourso College of Business Administration** • Wiley-Patton

**Donald Lindsey & Ruby Wight Phillips Developing Scholar Professor** • Wiley-Patton

**Edward G. Schlieder Endowed Chair** • Clark

**E. Robert Theriot Professor** • Pawlowski

**Professors** • Chen, Chun, Clark, Hirschheim, Kelle, Rinks, Schneider, Williams

**Associate Professor** • Watson

**Assistant Professors** • Houston, Mbanka, Pawlowski, Schwarz, Shaw, Van Scouer, Wiley-Patton

**Instructors** • Barbera, Borne, Catanzaro, Herbert, Hutchinson, Landry, Nunnery, Plaisance, Woosley
The Information Systems and Decision Sciences curriculum deals with the analysis, design, and implementation of business processes and the information technology to support these processes in one organization.

CURRICULUM IN INFORMATION SYSTEMS AND DECISION SCIENCES

TOTAL SEM. HRS. • 120-119

If ROTC is selected, see “Degree Requirements of the College.”

FRESHMAN YEAR

<table>
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<tr>
<th>SEM. HRS.</th>
<th>Course</th>
<th>Credits</th>
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<td>English 1000/1001, 1002</td>
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<tr>
<td>1021</td>
<td>Mathematics 1021</td>
<td>3</td>
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<tr>
<td>1431</td>
<td>General education sciences sequence</td>
<td>6-8</td>
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<tr>
<td>1061 1062</td>
<td>Communication studies</td>
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<tr>
<td>1063 1064</td>
<td>General education humanities courses</td>
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<td>30-32</td>
<td>ISDS 1100</td>
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SOPHOMORE YEAR

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<td>30-32</td>
<td>Accounting 2001</td>
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<td>30-32</td>
<td>Accounting 2021 or 2101</td>
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<td>30-32</td>
<td>Approved speech communication elective</td>
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<td>Computer Science 1250</td>
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<td>6</td>
<td>Economics 2000, 2010</td>
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<td>30-32</td>
<td>English 2002</td>
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JUNIOR YEAR

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<td>Economics 2035</td>
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<td>Finance 3201</td>
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<td>Management 3200</td>
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<td>Approved ISDS elective courses</td>
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SENIOR YEAR

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<td>Management 3830</td>
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<td>General education humanities course</td>
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<td>General education natural sciences course (physical/biological, not same as sequence)</td>
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<td>Approved business administration (3000 or 4000 level elective)</td>
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<td>Approved ISDS elective</td>
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WILLIAM W. & CATHERINE M. RUCKS DEPARTMENT OF MANAGEMENT

CHAIR • Justis, Professor & Ourso Professor of Entrepreneurial Studies
OFFICE • 3158 Ceba Building
TELEPHONE • 225/578-6101
FAX • 225/578-6140

BOYD PROFESSOR • Bedeian
ROBERT H. & PATRICIA HINES PROFESSOR IN MANAGEMENT • Chandler

RALPH K. KACOO OLINDE
DISTINGUISHED PROFESSOR • Bedeian
H. NORMAN SAURAGE, JR./COMMUNITY COFFEE CO. ENDOWED CHAIR OF ENTREPRENEURSHIP • Mossholder
MARJORY B. OURSO CENTER FOR EXCELLENCE IN TEACHING PROFESSOR • Chaney

COLLEGE OF BUSINESS ADMINISTRATION
J. TRIGG & BETTYE BASKIN WOOD, JR., ENDOWED PROFESSOR • Chaney

OURSO PROFESSOR OF ENTREPRENEURIAL STUDIES • Justis

PROFESSORS • Bedeian, Chandler, Justis, Mossholder

ASSISTANT PROFESSORS • Beal, Furst, Hudson, Moore, Richardson, Schwab

INSTRUCTORS • Chaney, Marin, Sauley, Wolfe

CURRICULUM IN MANAGEMENT

TOTAL SEM. HRS. • 120-119

For the first two years, see the General Business Administration curriculum.

An upper division honors program for qualified management majors is available. Interested students should contact the Department of Management for additional information.

JUNIOR YEAR

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SENIOR YEAR

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Areas of Concentration

♦ Management

Required Courses (6 hrs.)—MGT 3211, 4420.
Approved Electives (9 hrs.)—A list of approved electives is available from the Department of Management.

♦ Human Resource Management

Required Courses (9 hrs.)—MGT 3513; Select two from MGT 4322, 4323, 4523.
Approved Electives (6 hrs.)—A list of approved electives is available from the Department of Management.

♦ Entrepreneurship

Required Courses (9 hrs.)—MGT 3111, 4113, 4114.
Approved Electives (6 hrs.)—A list of approved electives is available from the Department of Management.

Minor Program

• Music Administration Minor for Students in Management • To graduate with a minor in music administration, in addition to completing the designated courses for an area of concentration in management, human resource management, or entrepreneurship, students must complete the following courses: MUS 1731, 1732, 2053, 2054, 4740, and 3748 or 3771; music electives: select one from MUS 2000, 2731, 4901. This minor is open only to management students.

DEPARTMENT OF MARKETING

CHAIR • Burns, Ourso Distinguished Chair in Marketing
OFFICE • 3127 Ceba Building
TELEPHONE • 225/578-8684
FAX • 225/578-8616

ALVIN C. COPELAND ENDOWED CHAIR IN FRANCHISING • Hair

ROBERT S. GREER ENDOWED CHAIR • Andrews

WILLIAM H. COPELAND ENDOWED PROFESSORSHIP OF BUSINESS ADMINISTRATION • Reynolds

KEARNY-JOLLY COLLEGE OF BUSINESS ADMINISTRATION ENDOWED PROFESSOR • Niedrich

PRICE LEBLANC DEVELOPING SCHOLAR PROFESSORSHIP IN MARKETING • Garretson

OURSO DISTINGUISHED CHAIR IN MARKETING • Burns

MARJORY B. OURSO CENTER FOR EXCELLENCE IN TEACHING PROFESSORS • Biswas, McKee

PICCADILLY, INC., BUSINESS ADMINISTRATION BUSINESS PARTNERSHIP PROFESSOR • Black

JANET I. & E. ROBERT THERIOT PROFESSOR • Garretson

PROFESSORS • Andrews, Biswas, Black, Burns, Hair, McKee

ASSISTANT PROFESSORS • Garretson, Niedrich, Reynolds, Shethyari, Weathers

INSTRUCTOR • Karam

CURRICULUM IN MARKETING

TOTAL SEM. HRS. • 120-119

For the first two years, see the General Business Administration curriculum.

JUNIOR YEAR

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SENIOR YEAR

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JANET I. & E. ROBERT THERIOT PROFESSORSHIP OF BUSINESS ADMINISTRATION BUSINESS PARTNERSHIP PROFESSOR • Black

WILLIAM H. COPELAND ENDOWED PROFESSORSHIP OF BUSINESS ADMINISTRATION • Reynolds

KEARNY-JOLLY COLLEGE OF BUSINESS ADMINISTRATION ENDOWED PROFESSOR • Niedrich

PRICE LEBLANC DEVELOPING SCHOLAR PROFESSORSHIP IN MARKETING • Garretson

OURSO DISTINGUISHED CHAIR IN MARKETING • Burns

MARJORY B. OURSO CENTER FOR EXCELLENCE IN TEACHING PROFESSORS • Biswas, McKee

PICCADILLY, INC., BUSINESS ADMINISTRATION BUSINESS PARTNERSHIP PROFESSOR • Black

JANET I. & E. ROBERT THERIOT PROFESSOR • Garretson

PROFESSORS • Andrews, Biswas, Black, Burns, Hair, McKee

ASSISTANT PROFESSORS • Garretson, Niedrich, Reynolds, Shethyari, Weathers

INSTRUCTOR • Karam

CURRICULUM IN MARKETING

TOTAL SEM. HRS. • 120-119

For the first two years, see the General Business Administration curriculum.
Marketing electives .......................... 6
Marketing elective (approved by department) .................... 3
General education humanities course ................................ 3
Approved electives .......................... 3

Areas of Concentration

♦ E-marketing (15 hrs.)

Required Courses (6 hrs.)—MKT 4440, 4442.
Approved Electives (15 hrs.)—Consult the department for a list of approved electives. It is strongly suggested that the elective include one or more of the following: ISDS 3100, MKT 3500, and/or MKT 4437.

♦ Retail Marketing (15 hrs.)

Required Courses (6 hrs.)—MKT 3431, 4490.
Approved Electives (9 hrs.)—Consult the department for a list of approved electives. It is strongly suggested that electives include MKT 4445 and at least one of the following: MKT 3427 or 4490.

♦ Sales & Service Marketing (15 hrs.)

Required Courses (6 hrs.)—MKT 3427, 4423.
Approved Electives (9 hrs.)—Consult the department for a list of approved electives. It is strongly suggested that electives include MKT 4445 and at least one of the following: MKT 3427 or 4490.

♦ Business-to-Business Marketing (15 hrs.)

Required Courses (6 hrs.)—MKT 3427, 3441.
Approved Electives (9 hrs.)—Consult the department for a list of approved electives. It is strongly suggested that electives include MKT 4445 and at least one of the following: MKT 3427 or 4490.

♦ Marketing Research (15 hrs.)

Required Courses (6 hrs.)—MKT 4414, 4447.
Approved Electives (9 hrs.)—Consult the department for a list of approved electives. It is strongly suggested that electives include MKT 4445 and at least one of the following: MKT 3427 or 4490.

PUBLIC ADMINISTRATION INSTITUTE

DIRECTOR • Richardson, John Rhea Alumni Professor
OFFICE • 3200 CEBA Building
TELEPHONE • 225/578-6743
FAX • 225/578-9078

MARJORY B. OURSO CENTER FOR EXCELLENCE IN TEACHING PROFESSOR • White
JOHN W. DUPUY PROFESSOR • Jurkiewicz
JOHN RHEA ALUMNI PROFESSOR • Richardson

The Public Administration Institute provides an interdepartmental administrative framework for the study of public administration, public management, and public policy at LSU. Academic programs, research activities, and public service endeavors are included in the mission of this institute.

Academic programs include the Master of Public Administration, as well as related undergraduate programs in the E. J. Ourso College of Business Administration and the College of Arts & Sciences. Research activities include organizing major studies of importance to state and local governments. Public service activities include serving on state commissions, providing executive sessions for top state management, and working in conjunction with the Public Management Program on training all state employees.