BUSINESS AND LEADERSHIP STUDIES

Programs

Undergraduate

Major
- Public Relations Major (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/public-relations-major)

Minors
- Accounting Minor (School of Professional Advancement) (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/accounting-minor)
- Advertising Minor (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/advertising-minor)
- Marketing Minor (School of Professional Advancement) (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/marketing-minor)
- Public Relations Minor (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/public-relations-minor)

Certificates
- Digital Media and Marketing Communications Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/digital-media-marketing-certificate)
- Finance Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/finance-certificate)
- Marketing Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/marketing-certificate)
- Public Relations Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/public-relations-certificate)

Courses

Accounting (BSAC)

BSAC 1110 Intro to Financial Accounting (3 Credit Hours)
An introduction to the principles of accounting. Topics include: recognition of revenue and expenses for income determination, proper classification of balance sheet items, and income statement and balance sheet preparation. Students learn to prepare adjusting entries, closing entries and worksheet presentations necessary for monthly financial statements. The principle and theories behind the proper accounting treatment of cash, accounts receivable, inventories, prepaid expenses, marketable securities and fixed assets are studied.

BSAC 1120 Intro to Managerial Accounting (3 Credit Hours)
Continuation of the study of financial accounting with a detailed study of liabilities and ownership interests for partnerships and corporations. Introduction to statements of changes in financial position, consolidated statements, cost accounting, and the effect of taxes on business decisions.

Prerequisite(s): BSAC 1110.

BSAC 1940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSAC discipline in BSLS Programs (1000 Level).
BSAC 2210  Intermediate Accounting I (3 Credit Hours)
Study and application of accounting theory to problems of classification and valuation in preparation of the balance sheet and income statement.

Prerequisite(s): BSAC 1120.

BSAC 2220  Intermediate Accounting II (3 Credit Hours)
Continuation of the study and application of accounting theory to the balance sheet and income statement, including accounting for liabilities and corporate ownership interests, and the flow of funds. Contemporary accounting development and problems.

Prerequisite(s): BSAC 1120.

BSAC 2910  Special Topics in Accounting (1-3 Credit Hours)
Special Topics in Accounting.

BSAC 2940  Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSAC discipline in BSLS Programs (2000 Level).

BSAC 3310  Cost Accounting (3 Credit Hours)
A study of the accounting methods and procedures peculiar to manufacturing activities. Emphasis is placed on product costing in accordance with generally accepted accounting principles under various costing methods.

Prerequisite(s): BSAC 1110.

BSAC 4910  Independent Study (1-3 Credit Hours)
Independent Study in the BSAC discipline for the BSLS Programs.

Business and Leadership Studies (BSLS)

BSLS 4100  Internship & Professional Dev (1-3 Credit Hours)
This course is designed to prepare students for success in the career development process by gaining work experience in their chosen field of study, developing a portfolio of their work and accomplishments, and networking with industry professionals. Students will complete a minimum of 100 hours of field experience in an organization and attend classroom sessions that focus on career choices, job searching skills, and portfolio development. The course is to be taken during the student's last semester of study or with the approval of their program director. All internships must be approved by the program director or internship instructor.

Business Law (BSBL)

BSBL 1940  Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSBL discipline in BSLS Programs (1000 level).

BSBL 2910  Special Topics in Business Law (1-3 Credit Hours)
Special Topics in Business Law.

BSBL 2940  Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSBL discipline in BSLS Programs (2000 level).

BSBL 3400  Legal Aspects of Business (3 Credit Hours)
A practical approach to law as it affects the business person and the consumer. The primary focus is on the laws of contracts; the requirements and the rights and obligations they create. The relief granted to debtors through bankruptcy and the resulting detriment to creditors are studied with emphasis on precautionary measures. Finally, the consequences of willful or negligent acts are carefully treated.

BSBL 3450  Commercial Law (3 Credit Hours)
This course is designed to show students the connection between law and business, give students basic knowledge of the fundamental concepts, principles, and rules of law that apply to business transactions and to develop the ability to apply this knowledge to specific situations with good judgment.

BSBL 4910  Independent Study (1-3 Credit Hours)
Independent Study in the BSBL discipline for the BSLS Programs.

Economics (BSEC)

BSEC 1000  Economics for Non-Majors (3 Credit Hours)
This course covers the basic concepts and analytical techniques used in both microeconomics and macroeconomics. Topics include: consumer choice; firm profit maximization; product, labor, capital, and financial markets; the short-run and long-run macroeconomic models; aggregate demand and supply; and the determinants of macroeconomic policy.
Finance (BSFN)

BSFN 1940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSFN discipline in BSLS Programs (1000 Level).

BSFN 2210 Intro to Finance (3 Credit Hours)
Analysis of business opportunities and problems from the financial manager’s point of view. Special emphasis on determining discounted cash flow, analytical techniques and methods used in structuring the balance sheet. Some accounting desired.

BSFN 2540 Intro to Investing (3 Credit Hours)
Fundamental principles of investment and development of the student’s ability to select the various investment securities that meet the investor’s needs. A study of the principles and practices in security analysis and a review of the methods commonly employed in the analysis of financial statements.

BSFN 2910 Special Topics in Finance (1-3 Credit Hours)
Special Topics in Finance.

BSFN 2940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSFN discipline in BSLS Programs (2000 Level).

BSFN 3310 Money and Banking (3 Credit Hours)
A non-technical overview of the role of financial institutions in the economic process with emphasis upon the development of commercial banking since 1960. The course is structured to give relatively equal attention to each of the following three general areas: the supply of loanable funds, the demand for loanable funds, and money and capital markets.

BSFN 3540 Intermediate Investment (3 Credit Hours)
A continuation of Intro to Investing. This course explores investment topics as they relate to individual investors and professionals. Risk and return principles on securities and portfolios are studied as well as valuation techniques and analysis of fixed income securities, equities, and options. Financial statements, futures markets, portfolio theory, and capital market theory are also covered. The course assumes the student has a basic understanding of investment vehicles and their characteristics.

BSFN 3560 Personal Financial Planning (3 Credit Hours)
While laws and values continue to change, the abilities to analyze, evaluate and make decisions remain central to building financial security. The course develops these abilities and considers the skills to look for in selecting competent bankers, brokers, accountants, insurance and real estate professionals.

BSFN 4910 Independent Study (1-3 Credit Hours)
Independent Study in the BSFN discipline for the BSLS Programs.

Human Resource Development (HRDV)

HRDV 1940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for HRDV discipline in BSLS Programs (1000 Level).

HRDV 2450 Career for Life: Finding Bliss (3 Credit Hours)
The purpose of this course is to assist students in exploring careers and assist in long-term career development planning. This course will address career and lifestyle integrated as a whole, taking students through traditional topics such as history and theory, self-assessment activities, career investigation, decision-making, and conducting a successful job search campaign, while also addressing the equally important topics of change, career enhancement, and healthy lifestyle characteristics.

HRDV 2910 Special Topics in HR (1-3 Credit Hours)
Special Topics in HR Development.

HRDV 2940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for HRDV discipline in BSLS Programs (2000 Level).

HRDV 3330 Intro To Human Resources (3 Credit Hours)
This class is an introduction to organizational, legal, and psychological frameworks governing modern Human Resources Administration. This course provides an overview of the Human Resources function and the Human Resources department’s role in furthering both employee and organizational goals.
HRDV 3450 Professional Interviewing (3 Credit Hours)
This course teaches the art of interviewing individuals in various situations. Potential interviewees will include victims, witnesses, suspects, job applicants, and children. Emphasis will be placed on the interviewing process with the intent to reveal deceit, expose untruthfulness and corroborate truthfulness. The interviewing process will be learned from the beginning stages whereby the interviewer determines the objectives of the interview and establishes a rapport with the interviewee. When necessary and warranted, techniques for inducing stress and discomfort will be explored and potential responses to stress will be discussed.

HRDV 3520 Compensation & Benefits (3 Credit Hours)
This is a comprehensive analysis of the purpose, structure, and effectiveness of compensation systems. Topics include legal issues, job design, job analysis, job evaluation, pay systems, incentives, psychological and motivational aspects of pay, executive compensation and compensation plan administration. Benefits are addressed at a basic level.

Prerequisite(s): HRDV 3330.

HRDV 3650 Plan, Recruit & Selection HR (3 Credit Hours)
This course addresses the strategic, legal and administrative issues associated with recruitment and selection of employees, including an assessment of staffing needs. The psychological aspects of Human Resources flow systems are emphasized. Career issues are examined from the point of view of the employee and the organization. The coordination of Human Resources planning and organizational competitive strategy is covered.

HRDV 3700 Perf Appraisal & Productivity (3 Credit Hours)
This course includes developing and implementing performance appraisal systems appropriate for the organization's competitive strategy. Students are introduced to productivity-enhancing work designs such as Total Quality Management, teams, empowerment, and Business Process Reengineering.

Prerequisite(s): HRDV 3330.

HRDV 3920 Employment & Labor Law (3 Credit Hours)
The Federal laws surrounding employment and their impact on Human Resource policies and practices are addressed in this class. These include the Equal Employment Opportunity Act, the Family and Medical Leave Act, Americans with Disabilities Act, Occupational Safety and Health Act, the National Labor Relations Act, and many others.

Prerequisite(s): HRDV 3330 or 3330.

HRDV 4910 Independent Study (1-3 Credit Hours)
Independent Study in the BSHR discipline for the BSLS Programs.

Journalism (JOUR)

JOUR 1940 Transfer Credit (3 Credit Hours)
Transfer Coursework for JOUR discipline in BSLS Programs (1000 Level).

JOUR 2940 Transfer Credit (3 Credit Hours)
Transfer Coursework for JOUR discipline in BSLS Programs (2000 Level).

Management (BSMT)

BSMT 1940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSMT discipline in BSLS Programs (1000 Level).

BSMT 2250 Business Communications (3 Credit Hours)
In today's business environment, it is important to understand how to strategically use business communication channels. Business Communications provides basic concepts and skill-building exercises necessary for you to communicate effectively and professionally. This course will help you improve your business writing and communication skills by using business language clearly, concisely, and correctly; analyzing each audience to target and tailor messages appropriately; and, using critical thinking and a problem-solving approach to analyze business issues. These skills will help you communicate effectively in a variety of business settings.

BSMT 2310 Principles of Management (3 Credit Hours)
This course reviews and analyzes basic management processes such as planning, organization, coordination, and control. The course will survey various schools of management thought with emphasis on the process, human behavior and quantitative schools of management. No prerequisites are required.
BSMT 2750  Intro to Franchising  (3 Credit Hours)
The course will examine franchising as a business form. During the semester, students will study franchising from the perspective of both the franchisor and the franchisee covering all relevant issues, including franchising agreements and related documents, financing, site selection, marketing, financial management, and operations. The course will examine the franchisee/franchisor relationship, contractual requirements, trademarks, territorial rights, compliance issues, legal considerations, and current issues in franchising.

BSMT 2910  Special Topics in Management  (1-3 Credit Hours)
Special Topics in Management.

BSMT 2940  Transfer Coursework  (3 Credit Hours)
Transfer Coursework for BSMT discipline in BSLS Programs (2000 Level).

BSMT 3250  Business Statistics  (3 Credit Hours)
A survey of some of the more important concepts and techniques of statistics. Examples are drawn from the business world; in particular, time series analysis and index numbers are introduced. Students are introduced to computer implementation of statistical procedures. Student should have a background in high school algebra. The course meets math proficiency requirement for Bachelor of Arts degree only.

BSMT 3340  Managing Org Behavior  (3 Credit Hours)
This course is an introduction to how organizations function. The student will develop abilities to diagnose and respond more flexibly in organizations they participate in and explore and reflect critically on key themes in modern organizations. Major emphasis is placed on teams, globalization and diversity, interpersonal and group communication, organizational cultures, and negotiating the fit between the individual and the organization.

BSMT 3380  Business Ethics  (3 Credit Hours)
A theoretical critique and case-oriented analysis of the moral, ethical, and value issues that challenge business, industry, and corporate life. Students will discover ethical principles and strategies applicable to the management process.

BSMT 3600  Entrepreneurship  (3 Credit Hours)
This course introduces students to entrepreneurship, discusses the personality traits common to many entrepreneurs, and explores ways to analyze new venture opportunities from marketing, production, and organizational perspectives. The course also emphasizes the legal considerations involved in starting a business and protecting a new idea and how to finance the venture.

BSMT 3650  Developing a Small Business  (3 Credit Hours)
This course is designed to introduce students to the essentials of small business start-up and management. This course will teach students how to locate and to analyze opportunity, set up the operating structure, develop marketing and financial plans, and utilize financial reports for effective management of a developing small business.

BSMT 3700  Global Business  (3 Credit Hours)
This course introduces the student to the fundamentals of international trade and the global business environment. The course covers policies and laws that affect small and large businesses engaged in international trade and the impact of globalization on people, the environment, national employment, and national competitiveness. The students will learn how small and large companies enter and engage in global business. The course includes the study of ethics and corporate citizenship.

BSMT 4910  Independent Studies  (1-3 Credit Hours)
Independent Study in the BSMT discipline for the BSLS Programs.

Marketing (BSMK)

BSMK 1940  Transfer Coursework  (3 Credit Hours)
Transfer Coursework for BSMK discipline in BSLS Programs (1000 Level)

BSMK 2910  Special Topics in Marketing  (1-3 Credit Hours)
Special topics in Marketing.

BSMK 2940  Transfer Coursework  (3 Credit Hours)
Transfer Coursework for BSMK discipline in BSLS Programs (2000 Level).

BSMK 3200  Intro to Marketing Principles  (3 Credit Hours)
A study of our present-day marketing system from a managerial point of view. Subjects covered include strategic marketing, products, consumers and target markets, promotion, channels of distribution, market research, pricing, feasibility analysis, and global marketing.
BSMK 3300 Consumer Behavior (3 Credit Hours)
Understanding the consumer is the key to developing and implementing successful marketing strategies. Disciplines such as psychology, sociology, and anthropology provide insight into the factors that influence the decision to buy. These factors are used to identify market segments and to explain their buying habits and mental processes.

BSMK 3400 Principles of Advertising (3 Credit Hours)
This course covers the fundamentals of advertising, beginning with the history and evolution of advertising as an element in the economy, a specialized form of communication, a craft, and an area of ethical sensitivity. At the practical level, students will be introduced to media planning and the emergence of new media, market research, agency organization and creativity as well as the legal and ethical concerns that advertising professionals must bear in mind.

BSMK 3410 Advertising II (3 Credit Hours)
Building on the Principles of Advertising, this course requires students to develop and present advertising campaign projects that involve organizing research, establishing goals and objectives, developing creative and messaging strategies, and preparing budgets similar to what advertising agencies do on a day-to-day basis. The projects will provide a greater mastery of advertising principles and provide completed projects for their portfolio.

Prerequisite(s): BSMK 3400.

BSMK 4910 Independent Studies (1-3 Credit Hours)
Independent Study in the BSMK discipline for the BSLS Programs.

Public Relations (PRPA)
PRPA 1010 Intro to Mass Media (3 Credit Hours)
This course is designed to offer a broad appreciation of all types of media, and an understanding of how media shapes and reflects our culture. The course will examine the impact of books, newspapers, magazines, movies, radio, TV and the Internet. The course will also cover advertising and public relations and how these industries are used in mass media to shape consumer perceptions and behaviors.

PRPA 1940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for PRPA discipline in BSLS Programs (1000 level).

PRPA 2010 Ethical Issues in Media (3 Credit Hours)
This course discusses traditional moral theory and ethical philosophies while applying them to current-day issues, including truth in media, privacy, social justice, stereotyping, advertising, communications law and the Internet. Students are presented with case studies of events and issues surrounding various media as they focus on a systematic approach to making ethical decisions.

PRPA 2020 Journalism and PR (3 Credit Hours)
This course introduces students to researching, reporting, and writing news stories for print, broadcast, Internet and other media. Through extensive reporting/writing assignments, guest speakers, and quizzes on current events, the course will cover the nature of news, journalistic style, the preparation of manuscripts for publication, the development of leads, interviewing techniques, selection and organization of facts, and the difference between various media styles. The importance of effective interviewing and how companies interact with media via PR will also be discussed.

PRPA 2050 Media and the Law (3 Credit Hours)
This course provides a historical survey and analysis of the current and future trends in the development of the media-related law in America. Students explore media-related ethical theories and the law in current issues, case studies, and problem-solving scenarios. Students explore the moral philosophies that govern such concerns as royalties, copyright infringement, libel, and intellectual property.

PRPA 2100 Visual Communications (3 Credit Hours)
This course provides an introduction to visual literacy with the fundamentals of Visual Communications. Class discussions and assignments will demonstrate how these tools are used to communicate visually to an audience. The value, ethics, and methods of visual communicators will be explored and analyzed by discussing examples from graphic art, print, film/video slides, and computer graphics.

PRPA 2610 Princ of Public Relations (3 Credit Hours)
This course focuses on the communication between an individual or organization and the public to promote public acceptance and approval. Students explore traditional and emerging components of the public relations process through mass media, as well as the needs of different types of businesses, such as corporations, nonprofit organizations, and government offices.
PRPA 2650 Public Relations Writing (3 Credit Hours)
This course emphasizes the factors of information content, creativity, and persuasion in a way that relates specifically to the practice of Public Relations. Students will receive guidance in the preparation of written materials that adhere to high standards of truth and information value, engage and interest the public(s), and take an advocacy stance in support of the originating organization’s goals and objectives. These qualities of writing will be fostered for use both in the new media of websites and social media as well as in the traditional media of printed materials, news releases, speeches, letters, multi-media presentations, fact sheets, etc. Public Relations writing’s association with marketing and advertising will also be explored.

Prerequisite(s): (PRPA 2610 or MDAR 2610) and (ENGL 1010, 1010, 1010 or 1010).

PRPA 2700 PR Event Planning (3 Credit Hours)
Events are a very important strategy utilized by PR practitioners. This class will examine every aspect of event planning – from research and planning to contracts and budgets. Whether a practitioner is working with members of an internal or external audience, event planning will always be a useful tactic to build community, awareness and influence behavior. Students will also learn to promote events through both traditional and social media.

Prerequisite(s): PRPA 2610.

PRPA 2910 Special Topics in PR (1-3 Credit Hours)
Special Topics in Public Relations.

PRPA 2940 Transfer Coursework (3 Credit Hours)
Transfer Coursework for PRPA discipline in BSLS Programs (2000 level).

PRPA 3610 Public Relations Campaigns (3 Credit Hours)
This course studies real-life public relations cases with a view to understanding why some campaigns succeed while others fail. Special attention is given to contemporary cases and to development of the tools necessary for effective campaigns. Using contemporary campaigns as models, the course examines the development of public relations strategies and communications for employees, the media, the community, the consumer, and other relevant groups. Students also practice the elements of public relations research and writing.

Prerequisite(s): (ENGL 1010, 1010, 1010 or 1010) and (PRPA 2610 or MDAR 2610).

PRPA 3650 Internet Public Relations (3 Credit Hours)
This course explores the opportunities and special demands of digital media in the business and promotion of public relations and PR campaigns. Students are taught the techniques of using blogging, social networking and advanced web technology in the promotion and publicizing of public relations clients.

Prerequisite(s): PRPA 2610 or MDAR 2610.

PRPA 3910 Special Topics in PR (3 Credit Hours)
Special Topics in Public Relations.

PRPA 4910 Independent Study-PR (1-3 Credit Hours)
Independent Study - Public Relations.

PR- Digital Media & Mkt Communication (PRDM)

PRDM 2900 Digital Media Princ & Strategy (3 Credit Hours)
This course will provide students with an understanding of how goals, audience, and metrics define a strategic approach to online communication and how specific channels, platforms, and tactics are used to achieve that strategy. The course will also focus on the key components of planning and creating an effective inbound strategy to reach an organization’s audience.

Prerequisite(s): PRPA 2610 or 2610 and BSMK 3200 or 3200.

PRDM 3010 Creating Digital Content (3 Credit Hours)
This course will teach students how to think critically when developing digital content for different online channels and platforms, including long-form writing, short-form copy and headlines, images, infographics, and long-form videos and short clips.

Prerequisite(s): PRDM 2900*.

* May be taken concurrently.

PRDM 3150 Digital Media Analytics & Rpt (3 Credit Hours)
This course will take a deeper look at developing metrics, reporting tactics, and evaluating results of digital media and marketing communication campaigns. Students will have hands-on access to multiple platforms that track performance on different channels (social, paid media, email, etc.) and will analyze and report results.

Prerequisite(s): PRDM 2900 or 2900.
PRDM 3200  CRM and Digital Media  (3 Credit Hours)
This course is designed to present how customer relationship management (CRM) software is used to manage customer and audience relationships with digital media and marketing communication strategies, campaigns, and tactics. Students will learn and evaluate different CRM and engagement database platforms and develop strategies, tactics, and processes to help manage relationships with an organization's customers, constituents, and audience.

Prerequisite(s): PRDM 2900 or 2900.

PRDM 3410  SEO & SEM Strategies  (3 Credit Hours)
This course will present the basic principles of Search Engine Optimization, Search Engine Marketing, and Paid Media. It will focus on both creative and technical applications and strategies guided by industry research and best practices. Students will have hands-on access to the platforms available to research, build, and measure digital media effectiveness across platforms.

Prerequisite(s): PRDM 2900 or 2900.

PRDM 4100  Digital Media Campaigns  (3 Credit Hours)
This course will provide a hands-on, applied learning experience using digital media and marketing communications automation software suites. Students will work in groups with real-life companies and organizations to create, implement, and analyze the effectiveness of their digital media and marketing communication campaign. Peers, faculty, and other industry experts will evaluate and judge the performance of the group's plan and results.

Prerequisite(s): PRDM 2900, 3010 and 3410.

Real Estate (REAL)

REAL 1940  Transfer Coursework  (3 Credit Hours)
Transfer Coursework for REAL discipline in BSLS Programs (1000 Level).

REAL 2320  Princ & Prac Real Estate  (3 Credit Hours)
This course discusses the real estate business, market, ownership and interests, contracts, land surveying, property description, title transfers, closings, financing, mortgage market, liens, taxes, assessments, brokerage, appraisal, leases and property insurance. Experts in special fields contribute to lectures and discussions.

REAL 2940  Transfer Coursework  (3 Credit Hours)
Transfer Coursework for REAL discipline in BSLS Programs (2000 Level).

REAL 3320  Adv. Real Estate Princpl  (3 Credit Hours)
This course presents the principles of Real Estate that are necessary for effective decision making in the marketing of real estate, purchasing of real estate, and buy-hold-sell situations. The student will study factors of supply and demand, financing options, investment analysis, and the development process use in decision making by real estate developers. (Discounted Cash Flows) The Louisiana Real Estate Commission has approved this course for 45 hours towards resident and general appraisal certification.

REAL 4910  Independent Study  (1-3 Credit Hours)
Independent Study in the REAL discipline for the BSLS Programs.