BUSINESS AND LEADERSHIP STUDIES

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

Minors
• Advertising Minor (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/advertising-minor/)
• Applied Business Studies Minor (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/applied-business-studies-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/)
• Small Business Development Minor (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/small-business-development-minor/)

Certificates
• Accounting Fundamentals Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/accounting-fundamentals-certificate/)
• Applied Business Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/business-certificate/)
• Digital Media and Marketing Communications Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/digital-media-marketing-certificate/)
• Human Resources Fundamentals Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/human-resources-fundamentals-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/)
• Small Business Development Certificate (https://catalog.tulane.edu/professional-advancement/business-leadership-studies/small-business-development-certificate/)

Courses
Business and Leadership Studies
BSLS 1000 Economics for Non-Majors (3)
In this participative online course, students examine how the economy works as a whole and how individuals and companies make economic decisions and interact with one another within the economy; evaluate the frameworks economists use to analyze economic data and transactions; and investigate methodologies for projecting the allocation of resources for production and the distribution of goods and services among the individuals and households in the society. Notes: Only School of Professional Advancement students may receive credit for BSLS 1000. (Previously numbered as BSEC 1000)

BSLS 1110 Accounting I (3)
In this participative online course, students explore the concepts, techniques, and conventions for measuring and communicating the results of operations and the financial position of a business enterprise, based upon generally accepted accounting principles (GAAP) and using Microsoft Excel as a tool. The course emphasizes the development and the use of the financial information that is evaluated internally and reported to the public. Students master the preparation of the adjusting and closing entries and worksheet presentations necessary for monthly financial statements and the principles and theories supporting the proper accounting treatment of cash, accounts receivable, inventories, sales and payroll taxation, and other concepts. (Previously numbered as BSAC 1110)
BSLS 1120 Accounting II (3)
In this participative online course, which builds upon the accounting knowledge acquired in Accounting I and provides hands-on instruction in the use of accounting software systems such as QuickBooks, students will develop in-depth skills in financial accounting and examine the basic concepts of managerial and cost accounting and the role of accounting information in management decision-making for businesses. Pre- or co-requisite: BSLS 1110 or equivalent. (Previously numbered as BSAC 1120) Prerequisite(s): BSLS 1110* or BSAC 1110. * May be taken concurrently.

Prerequisite(s): BSLS 1110* or BSAC 1110.
* May be taken concurrently.

BSLS 1940 Transfer Coursework (0-20)
Transfer Coursework at the 1000 level. Departmental approval may be required.

Maximum Hours: 99

BSLS 2210 Accounting Information Systems (3)
Through further instruction in the use of accounting software systems, including QuickBooks and others, with software certification as a goal, students in this participative online course will investigate the development, use, interaction, and maintenance of the information systems currently used in the accounting profession and develop the skills necessary to employ these software systems effectively to enhance the accounting process. Pre- or co-requisite: BSAC 1120 or equivalent. (Previously numbered as BSAC 2210) Prerequisite(s): BSLS 1120* or BSAC 1120. * May be taken concurrently.

Prerequisite(s): BSLS 1120* or BSAC 1120.
* May be taken concurrently.

BSLS 2220 Intro to Finance (3)
In this participative online course, students develop the knowledge and skills necessary to analyze financial positions, risks, opportunities, and problems from the financial manager's point of view, focusing upon the identification and assessment of discounted cash flow and the various analytical techniques and methods used to structure a firm's balance sheet. (Previously numbered as BSFN 2210)

BSLS 2230 Intro to Investing (3)
Through lectures and practical exercises focusing upon the principles and practices of security analysis and the methods commonly employed in the analysis of financial statements, students master the fundamental principles of investment and explore the analytical methods underlying the selection of investment securities to meet specific needs. (Previously numbered as BSFN 2540)

BSLS 2240 Personal Financial Planning (3)
Through lectures and practical assignments, students explore the process of making effective decisions and building financial security and develop the knowledge and skills necessary to identify and engage competent bankers, brokers, accountants, insurance and real estate professionals. (Previously numbered as BSFN 3650)

BSLS 2250 Business Communications (3)
In this participative online course, students develop and improve business writing and communication skills by identifying and creating clear, concise, and correct business language; analyzing each audience to target and tailor messages appropriately; and using critical thinking and a problem-solving approach to analyze business issues. (Previously numbered as BSMT 2250)

BSLS 2310 Principles of Management (3)
In this participative online course, students examine the evolution of contemporary management approaches in response to changing circumstances; apply planning principles to set clear, verifiable or measurable goals and objectives; assess the methods managers use to plan in today's dynamic environment; describe a socially responsible organization and the manager's role in encouraging ethical behavior; identify the motivational principles that improve productivity and human relations, develop leadership and communication skills; and evaluate personal aptitude for management. (Previously numbered as BSMT 2310)

BSLS 2450 Career Success Strategies (3)
In this participative online course, students explore career options and develop long-term career plans, focusing upon in-depth investigation of lifestyle and career options and self-assessment and culminating in the creation and execution of a successful job search campaign. (Previously numbered as HRDV 2450)

BSLS 2500 Princ & Prac Real Estate (3)
Through lectures and practical exercises, students examine the laws governing real property and the tenets of real estate practice, including preparing for transactions; retrieving and compiling property information; performing title searches; preparing preliminary abstracts and opinions of title, mortgages and transfer of ownership; requisitioning deeds and leases; and other functions associated with real estate negotiations and closings. (Previously numbered as REAL 2320)
BSLS 2750 Intro to Franchising (3)
In this participative online course, students examine franchising as a business form, from the perspectives of both the franchisor and the franchisee, and addressing franchising agreements and related documents, financing, site selection, marketing, financial management and operations, the franchisee/franchisor relationship, contractual requirements, trademarks, territorial rights, compliance issues, legal considerations, and evolving issues. (Previously numbered as BSMT 2750)

BSLS 2910 Special Topics (1-3)
These courses introduce new business concepts to the curriculum. Courses are chosen based upon levels of activity, interest, and new trends in business.

BSLS 2940 Transfer Coursework (0-20)
Transfer Coursework at the 2000 level. Department approval may be required.

Maximum Hours: 99

BSLS 3210 Business Taxation (3)
Using the U.S. Internal Revenue Code as a basis, students examine the federal system of taxation, emphasizing the laws governing tax matters and analyzing the taxation of corporations, S corporations, and partnerships; and addressing payroll and sales taxation and the tax impacts of formation, ongoing operations, disposition of a business entity, and other transactions upon shareholders, partners, and other stakeholders. Pre-requisites: BSAC 2210 or equivalent. (Previously numbered as BSAC 3310) Prerequisite(s): BSLS 2210 or BSAC 2210. * May be taken concurrently.

Prerequisite(s): BSLS 2210 or BSAC 2210.

BSLS 3250 Business Statistics (3)
In this participative online course, students examine and evaluate the key concepts and techniques of statistics, including time series analysis and index number and computer implementation of statistical procedures, through the lens of practical business operations. Successful completion of high school algebra is recommended. Note: Meets math proficiency requirement for School of Professional Advancement Bachelor of Arts degrees only. (Previously numbered as BSMT 3250)

Prerequisite(s): ENGL 1010.

BSLS 3310 Business Report Writing (3)
Through writing-intensive assignments and skill-building exercises, students examine and apply techniques for communicating effectively and professionally, organizing and presenting ideas clearly and concisely, and identifying the appropriate voice, style and channel for contracting business scenarios. Notes: This course is approved as a Designated Writing Course for School of Professional Advancement majors. (Previously numbered as BSEN 3310) Prerequisite(s): ENGL 1010.

Prerequisite(s): ENGL 1010.

BSLS 3320 Compensation & Benefits (3)
In this participative online course, students analyze the purpose, structure and effectiveness of compensation systems; identify governing laws and resulting legal issues; examine methods of job design, analysis, and evaluation; review pay systems and the incentives and psychological and motivational aspects of pay, executive compensation, and compensation and benefits plan administration. (Previously numbered as HRDV 3520) Prerequisite(s): BSLS 3330 or HRDV 3330.

Prerequisite(s): BSLS 3330 or HRDV 3330.

BSLS 3330 Intro To Human Resources (3)
In this participative online course, students examine the organizational, legal, and psychological frameworks governing modern human resources administration and evaluate both the overall human resources function and the key role of the human resources department in furthering employee and organizational goals. (Previously numbered as HRDV 3330)

BSLS 3340 Managing Org Behavior (3)
In this participative online course, students analyze the methods by which organizations function; identify techniques for diagnosing and responding flexibly to organizational needs; evaluate the key themes that drive modern organizations, including teams, globalization and diversity, interpersonal and group communication, and organizational cultures; and explore the challenges inherent in negotiating the fit between the individual and the organization. (Previously numbered as BSMT 3340)

BSLS 3350 Professional Interviewing (3)
Through lectures and practical exercises, students examine and demonstrate the art of interviewing victims, witnesses, suspects, job applicants, and other persons in contrasting scenarios, focusing upon revealing deceit and corroborating truthfulness, identifying the objectives of the interview, establishing rapport, and analyzing the role of stress and discomfort in the interview process. (Previously numbered as HRDV 3450)
BSLS 3360  Plan, Recruit & Selection HR (3)
In this participative online course, students examine, from the perspective of both the employee and the organization, the strategic, legal and administrative issues associated with recruitment and selection of employees, including the assessment of staffing needs, coordination of human resources planning and organizational competitive strategy, and psychological aspects of human resources flow systems. Pre-requisites: BSLS 3330 or Director approval. (Previously numbered as HRDV 3650) Prerequisite(s): BSLS 3330 or HRDV 3330.

Prerequisite(s): BSLS 3330 or HRDV 3330.

BSLS 3370  Perf Appraisal & Productivity (3)
In this participative online course, students explore the development and implementation of performance appraisal systems consistent with an organization's competitive strategy and examine productivity-enhancing work designs such as Total Quality Management, teams, empowerment, and Business Process Reengineering. Pre-requisites: BSLS 3330 or Director's approval. (Previously numbered as HRDV 3700) Prerequisite(s): BSLS 3330 or HRDV 3330.

Prerequisite(s): BSLS 3330 or HRDV 3330.

BSLS 3380  Business Ethics (3)
In this participative online course, students apply theoretical critique and case-oriented methods to analyze the moral, ethical, and value issues that challenge business, industry, and corporate life, with a focus upon identifying the ethical principles and strategies that govern the management process and developing a personal business ethics code of conduct. Note: Satisfies one Humanities course requirement for School of Professional Advancement majors. (Previously numbered as BSMT 3380)

BSLS 3390  Employment & Labor Law (3)
In this participative online course, students explore the state and federal laws governing employment in the U.S., focusing upon the disputes that may arise in the workplace. Through practical exercises, students identify and apply best practices for establishing, maintaining and terminating the employment relationship; evaluating employment claims; and adhering to ethical practices. Pre-requisites: BSLS 3330 or Director's approval. (Previously numbered as HRDV 3920) Prerequisite(s): BSLS 3330 or HRDV 3330.

Prerequisite(s): BSLS 3330 or HRDV 3330.

BSLS 3400  Legal Aspects of Business (3)
Through lectures and practical exercises, students examine the laws governing various business organizations and relationships, including sole proprietorships, agencies, partnerships, corporations; assess the responsibilities of businesses toward their consumers; evaluate the requirements, rights, and obligations that contracts create; recognize the impacts of bankruptcy laws upon creditors and debtors; evaluate the consequences of willful and negligent acts; and identify methods for functioning successfully in corporate and business transactions. (Previously numbered as BSBL 3400)

BSLS 3450  Commercial Law (3)
Through lectures and practical exercises, students evaluate the concepts, principles, and laws that govern business transactions; examine the drafting, execution, and enforcement of contracts, mortgages, pledge assignments, and other security devices; explore the allocation of liability; identify legal procedures for enforcement and collection; and develop the professional skills and judgment necessary to function ethically and successfully in a commercial endeavor. (Previously numbered as BSBL 3450)

BSLS 3500  Adv. Real Estate Principles (3)
Through lectures and practical written exercises, students identify and apply the principles that govern real estate marketing and inform the decisions necessary to the successful purchase and sale of real estate, examining factors of supply and demand, financing options, investment analysis, and the real estate development process. (Previously numbered as REAL 3320)

BSLS 3600  Entrepreneurship (3)
In this participative online course, students examine the history of entrepreneurship, identify the personality traits common to entrepreneurs, explore methods for analyzing new venture opportunities from marketing, production, and organizational perspectives; and analyze the legal considerations involved in developing and financing a new business venture and protecting intellectual property. (Previously numbered as BSMT 3600)

BSLS 3650  Developing a Small Business (3)
Through lectures and practical exercises, students analyze the essentials principle of small business start-up and management, including methods for identifying and evaluating opportunities, establishing the operating structure, developing marketing and financial plans, and using financial reports to enhance the effective management of nascent and growing small business. (Previously numbered as BSMT 3650)

BSLS 3700  Global Business (3)
In this participative online course, students examine the strategies, benefits, costs, ethical practices, and conduct of businessmen, government leaders, workers, and customers in the global marketplace, including the economic, legal, and cultural impact of global business and current business and political events upon local and national communities. Note: Satisfies one Non-Western Culture requirement for School of Professional Advancement majors. (Previously numbered as BSMT 3700)
BSLS 4100  Internship & Professional Dev  (1-3)
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.

BSLS 4910  Independent Study  (1-3)
Limited to specifically defined circumstances, with prior Program Director approval only.

Marketing (BSMK)

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

BSMK 3200  Intro to Marketing Principles  (3)
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)
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)
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)
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)
Independent Study in the BSMK discipline for the BSLS Programs.

Public Relations (PRPA)

PRPA 1010  Intro to Mass Media  (3)
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  (0-20)
Transfer Coursework at the 1000 level. Department approval may be required.

Maximum Hours: 99

PRPA 2010  Ethical Issues in Media  (3)
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)
This course introduces students to the world of journalism and media outlets from the PR industry perspective. Students will understand how journalists research, report, and write news stories for print, broadcast, Internet and other media. The course will cover the nature of news, journalistic style, 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)
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)
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)
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)
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).

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

PRPA 2700 PR Event Planning (3)
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.

Prerequisite(s): PRPA 2610.

PRPA 2910 Special Topics in PR (1-3)
Special Topics in Public Relations. Course may be repeated up to unlimited credit hours.

Maximum Hours: 99

PRPA 2940 Transfer Coursework (0-20)
Transfer Coursework at the 2000 level. Department approval may be required.

Maximum Hours: 99

PRPA 3610 Public Relations Campaigns (3)
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, PRPA 1010, 2010, 2050 and 2610.

Prerequisite(s): ENGL 1010, PRPA 1010, 2010, 2050 and 2610.

PRPA 3650 Internet Public Relations (3)
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.

Prerequisite(s): PRPA 2610.

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

PRPA 4910 Independent Study-PR (1-3)
Independent Study - Public Relations. Course may be repeated 2 times for credit.

Course Limit: 2
PR- Digital Media & Mkt Communication (PRDM)

PRDM 2900  Digital Media Princ & Strategy (3)
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 and BSMK 3200.

Prerequisite(s): PRPA 2610 and BSMK 3200.

PRDM 3010  Creating Digital Content (3)
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.

Prerequisite(s): PRDM 2900*.
* May be taken concurrently.

PRDM 3150  Digital Media Analytics & Rpt (3)
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.

Prerequisite(s): PRDM 2900.

PRDM 3200  CRM and Digital Media (3)
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.

Prerequisite(s): PRDM 2900.

PRDM 3410  SEO & SEM Strategies (3)
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*. * May be taken concurrently.

Prerequisite(s): PRDM 2900*.
* May be taken concurrently.

PRDM 4100  Digital Media Campaigns (3)
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.

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