Getting Down to Business

Olin’s BS in Business Administration curriculum focuses on critical thinking and problem-solving through the various business administration disciplines. Olin also provides remarkable opportunities to engage with professors, dig deep into specialty areas, customize course work with electives, immerse yourself in global programs, and collaborate with organizations of all types and sizes. Together, these qualities create a challenging, yet supportive, undergraduate experience – and an incredible launching pad for your future career.
You’re admitted to the BSBA program from day one, which differentiates Olin from many other top-ranked business schools. Choose from eight majors in your sophomore year, and, if desired, add a minor and/or second major from Olin or the university’s four other schools. Internships, study abroad, and experiential-learning courses encourage you to use your knowledge and tools to solve real-world management problems. Your fellow BSBA students – smart, focused students from all over the United States and the world – value teamwork and collaboration in addition to personal achievement.

You develop an academic portfolio that meets your education and career objectives. Pursue a business major or two from among:

- Accounting
- Economics and Strategy
- Entrepreneurship
- Finance
- Healthcare Management
- Leadership and Strategic Management
- Marketing
- Operations and Supply Chain Management

Leverage Washington University’s reputation for excellence — and increase your marketability — by earning your business degree in combination with studies in the arts and sciences, architecture, art, and engineering.
Olin is an amazing place. I feel like it’s my second home, and I’m really happy here. One of my most memorable moments so far is the Freshman Case Competition for Management 100. You get assigned a team and a company — in my case it was Barnes & Noble — and you have to try and figure out how to solve their problems. It was great learning all these useful business skills hands-on as a first-semester freshman.

The Foundations of Business course is a first-semester course where a series of senior faculty members come to each class and contribute a section. It’s a good experience as a freshman to get to know the senior faculty and discover all the opportunities Olin has to offer.

From the first moment I stepped onto campus, everyone was so friendly and welcoming, and I could really see WashU as a place where I would be happy for the next four years. I feel like I’m empowered to do whatever I want, and I would recommend it to anyone.

—Eduardo Jacobo

Foundations of Business A fall course team-taught by senior faculty and academic advisors, teaching you to:

• Think critically about business
• Understand business disciplines through the lens of entrepreneurship
• Create a consumer product
• Learn how to function as a highly effective team member
HOMETOWN: SAN JUAN, PUERTO RICO

EDUARDO’S FRESHMAN COURSES

**Fall Semester**
- Individual in a Managerial Environment
- Foundations of Business
- Calculus I
- International Politics
- Writing I
- Latino Experiences in the United States

**Spring Semester**
- Principles of Financial Accounting
- Microeconomics
- Managerial Statistics I
- American Politics
- Calculus II
- Elementary Italian I

HIGH SCHOOL
- Colegio San Jose

MAJOR
- Accounting and Finance

EXTRACURRICULAR AND STUDENT CLUB INVOLVEMENT
- Delta Sigma Pi
- Strive for College
- Olin Peer Ambassadors (OPA)
- Rodriguez Scholars Program
- Dean’s Scholars Program
- Washington University Pre-Law Society
- Computer Comfort Program

Watch Eduardo’s video for more about the freshman experience. olin.wustl.edu/BSBAExperience
Learning to take initiative and to think differently — that’s the strength of Olin. Bottom line: Olin creates leaders, not just doers.

Washington University and Olin provide a wide range of courses, competitions, entrepreneurship opportunities, and service projects that give you on-the-job experience.

**Skandalaris Center for Entrepreneurial Studies** A catalyst connecting Washington University’s seven schools to one another and to the stakeholders in our community, the Skandalaris Center supports entrepreneurship and innovation. Accelerating innovation is critical to Washington University’s role as a leading academic institution and a key pillar of a world-class university that invites our faculty, students, and the surrounding community to be leaders in a fast-changing global world.
Center for Experiential Learning

Olin students can apply their business skills and earn academic credit for real-world experiences that include growing the endowment or investment funds, researching products and services, analyzing marketing strategies, and evaluating lean manufacturing processes. Olin’s Center for Experiential Learning offers students these opportunities, which simultaneously provide cost-effective or pro bono management expertise to businesses and nonprofit agencies in the St. Louis area and beyond.

OLIN SIGNATURE PROGRAM

A Sampling of Recent Projects

Annie Malone Children & Family Services, Operational Assessment
ArchCity Defenders, Financial Assessment
Children’s Education Alliance of Missouri, Operational Assessment
Human Rights Campaign, Market Research
Ride on St. Louis, Strategic Plan
The Woman’s Exchange, Market Research
YMCA of Southwest Illinois, Brand Audit

Taylor Community Consulting Program

Few programs have touched as many nonprofit organizations so positively and in so many ways as this one. Through the six-week Taylor Community Consulting Program, Olin students address business issues in the areas of market research, brand audit, strategic planning, and financial and operational assessment pro bono for St. Louis-area nonprofit organizations. Professional consultants serve as mentors to the teams of two to four students.
The Sophomore Experience

“I’m extremely excited about the years to come and continuing my career at Washington University, both in the classroom and on the basketball court. I chose accounting as my major. Both of my parents are CPAs and I always said I was never going to be an accountant, but I got to Olin and really enjoyed my Intro to Financial Accounting class.

The Management Communications class was beneficial because it allowed us to immerse ourselves in a project very similar to what we’re going to face in real life. My team worked with Energizer on revamping its employee value proposition. It was extremely valuable to learn how to work with a team and learn how to put on a very professional presentation.

—Paige Naig

OLIN SIGNATURE PROGRAM

Management Communication Center Olin students benefit from lab-based coaching and practice opportunities that complement a range of required and elective communication courses. Consultants help students expand their ability to craft succinct, precise communications. Students develop strategies through coaching, rehearsals, web-based information, and critique sessions.
PAIGE Naig

HOMETOWN: EMMETSBURG, IOWA

HIGH SCHOOL   Emmetsburg High School
MAJOR          Accounting

EXTRACURRICULAR AND STUDENT CLUB INVOLVEMENT
Varsity Basketball
Delta Sigma Pi
Tutor for Books and Basketball
Olin Blog Contributor

PAIGE’S SOPHOMORE COURSES
Fall Semester
Principles of Managerial Accounting
Intermediate Financial Accounting Theory I
Management Communication
Building Your Career Foundation
Managerial Statistics I
Cognitive Bases of Peak Performance
High-Intensity Conditioning

Spring Semester
Intermediate Financial Accounting Theory II
Capital Markets and Financial Management
Management Science
Managerial Statistics II
Organization Behavior within the Firm
Piano
Varsity Sports

Watch Paige’s video for more about the sophomore experience. olin.wustl.edu/BSBAExperience
Global experience is invaluable in an interconnected world marketplace. Olin offers a wide variety of international study opportunities. Take advantage of short-term, summer, or semester-long immersive programs. Or consider an internship while studying abroad.

Going Abroad

The European Study Tour is a linchpin of European programs and serves as a comprehensive introduction to the European Union and common currency. Teams of two students are assigned an important business topic and an EU capital. Students travel to the country, conduct interviews with government officials and business experts, and complete as much on-the-ground research as possible. During part two of the study tour, students gather in Brussels to attend lectures and meetings with European Parliament members and debate their findings with fellow study abroad students at a mock parliament.

OLIN SIGNATURE PROGRAM | European Study Tour

The European Study Tour is a linchpin of European programs and serves as a comprehensive introduction to the European Union and common currency. Teams of two students are assigned an important business topic and an EU capital. Students travel to the country, conduct interviews with government officials and business experts, and complete as much on-the-ground research as possible. During part two of the study tour, students gather in Brussels to attend lectures and meetings with European Parliament members and debate their findings with fellow study abroad students at a mock parliament.

FAST FACT

50% of Olin students participate in programs abroad.
INTERNATIONAL INTERNSHIPS

Olin incorporates full-time internships into selected semester-long study abroad programs. We offer internships in six international destinations, including London, England (pictured above).

Olin has expanded its global footprint through strategic partnerships:

INTERNSHIP-BASED STUDY PROGRAMS
- Sydney, Australia
- Shanghai, China
- London, England
- Paris, France
- Germany
- Tel Aviv, Israel

ACADEMIC STUDY AND LANGUAGE PROGRAMS
- University of Melbourne (Australia)
- FGV (São Paulo, Brazil)
- Chinese University of Hong Kong (China)
- Hong Kong University of Science and Technology (China)
- DIS (Copenhagen, Denmark)
- ESCP Europe (Paris, France)
- WHU Otto Beisheim School of Management (Vallendar, Germany)
- Bocconi University (Milan, Italy)
- Maastricht University (The Netherlands)
- Singapore Management University
- Carlos III of Madrid (Spain)
As a junior it’s come to that time where you’re just figuring out what path you want to go down while trying to make the right decisions. The school does a good job of helping you navigate that path.

On campus I own a business — University Trucking — and we serve over 1,000 students every year. I’m in charge of finances and do all of the accounting and customer service.

In November, I went to the New York Career Trek, and through those connections with our alumni, I was able to gain an internship at Goldman Sachs this summer. I’m excited. I’m going to be doing trading there.

What sets Olin apart is the entrepreneurial spirit. When you walk through the halls, you hear the murmurs of people talking about ideas and not necessarily what their grades are and what their next test is. It’s people really coming together, forming ideas, and creating value. That’s what is really great about Olin.

—Aaron Bergman
AARON Bergman

HOMETOWN: NEW YORK, NEW YORK

AARON'S JUNIOR COURSES

Fall Semester
- Investments
- Advanced Financial Management
- Legal Environment of Business Management
- Economics of Entertainment
- History of Advertising

Spring Semester
- Management Science
- Advertising in the Digital Age
- Introduction to Macroeconomics
- Introduction to Cultural Anthropology
- Urban Ecology

HIGH SCHOOL
Ramaz Upper School

MAJORS
Finance and Entrepreneurship

INTERNSHIP
Goldman Sachs
New York, New York

OWNER
University Trucking
(on-campus business)

EXTRACURRICULAR AND STUDENT CLUB INVOLVEMENT
- Alpha Epsilon Pi
- Student Entrepreneurial Program
- Real Estate Club

Watch Aaron’s video for more about the junior experience.
olin.wustl.edu/BSBAExperience
Building Your Career Foundation

So how does Washington University give you a more competitive advantage in the marketplace?

Olin’s Weston Career Center team gets you ready for business, providing expertise, counsel, and resources to lay the foundation for your lifelong professional development. Your partnership with the career center begins your first semester, continues into Building Your Career Foundation—Strategies and Techniques, a fall-term course taken your sophomore year, and progresses as you make decisions about internships and employment.

You discuss your interests and goals with an advisor and develop a targeted strategy to meet those objectives. You also complete self-assessments … research industries and companies … refine your résumé and cover letter … create a marketing plan to promote your brand and outline your value proposition to potential internship providers and employers … and perfect an “elevator pitch” that summarizes your strengths and prepares you for networking.

FAST FACT

98% of the BSBA class of 2014 reported accepting a job within 90 days of graduation.

ORGANIZATIONS THAT HIRED STUDENTS FOR FULL-TIME OR INTERNSHIP POSITIONS:

- Abercrombie & Fitch
- Accenture
- Amazon.com
- Anheuser-Busch InBev
- Answers
- Ascension Health
- Bain & Company
- Bank of America Merrill Lynch
- Barclays Capital
- Barnes-Jewish Hospital
- Best Buy
- The Bitcoin Society
- Bloomberg
- Bloomingdale’s
- BMO Financial Group
- Boeing
- Boston Consulting Group
- Butcher Joseph Hayes
- Cantor Fitzgerald
- Capital One
- CBRE
- Citi
- ConAgra Foods
- Credit Suisse
- Crowe Horwath
- Deloitte LLC
- Deloitte Consulting
- Discover Financial Services
- Dropbox
- Drury Hotels Company
- Duff & Phelps
- Edward Jones
- Emerson
- Enterprise Holdings
FOUR-YEAR ACTION PLAN

We'll help coach you to develop your individualized plan.

1 FRESHMAN YEAR
This is a time of exploration and information-gathering. Start the process now to make informed choices about possible careers.

2 SOPHOMORE YEAR
Pursue activities, interests, and related classes that add to your résumé and overall experiences. Prepare yourself to make decisions about your major and develop internship strategies.

3 JUNIOR YEAR
Gain solid experience in your field through internships, volunteerism, class projects, practicums, and clubs. Work with a career advisor to develop your internship search strategy.

4 SENIOR YEAR
This is the home stretch. Meet with an advisor to refine your job or graduate school search strategies. Don’t delay — application deadlines and on-campus recruiting start early in the academic year.

BSBA CLASS OF 2014
FULL-TIME EMPLOYMENT STATISTICS
Placement and Median Annual Salary by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Placement</th>
<th>Median Annual Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>32%</td>
<td>$65,900</td>
</tr>
<tr>
<td>Consulting</td>
<td>18%</td>
<td>$65,000</td>
</tr>
<tr>
<td>Media/Technology</td>
<td>10%</td>
<td>$53,600</td>
</tr>
<tr>
<td>Consumer Products</td>
<td>9%</td>
<td>$58,500</td>
</tr>
<tr>
<td>Retail</td>
<td>9%</td>
<td>$54,000</td>
</tr>
<tr>
<td>PR/Advertising</td>
<td>7%</td>
<td>$52,000</td>
</tr>
<tr>
<td>Manufacturing/Distribution</td>
<td>4%</td>
<td>$55,000</td>
</tr>
<tr>
<td>Sports/Entertainment</td>
<td>4% *</td>
<td></td>
</tr>
<tr>
<td>Education/Nonprofit</td>
<td>3% *</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4% *</td>
<td></td>
</tr>
</tbody>
</table>

*Other* includes Healthcare, Public Accounting, and Real Estate

*Cannot report salary; fewer than three data points

Epic Systems Corporation  
EY  
Express Scripts  
FactSet Research Systems  
Financial Technology Partners  
General Mills  
Golden State Warriors  
Goldman Sachs  
Google  
Guggenheim Partners  
Houlihan Lokey  
HSBC  
IBM  
Intel  
Jefferies and Company  
Jones Lang LaSalle  
JPMorgan Chase  
Kennedy Capital Management  
Land O’Lakes  
Lazard  
LeadDog Marketing Group  
Lincoln International  
Macy’s  
MasterCard International  
Maximus  
McKinsey  
McMaster-Carr  
Mercer  
Monsanto  
Morgan Stanley  
Morningstar  
NBC Universal  
Nestlé Purina Pet Care  
Netsuite  
Nickelodeon  
Nidus Capital Partners  
Nielsen Company  
NISA Investment Advisors  
Nomura Group  
Northern Trust  
Oppenheimer Funds  
Peabody Energy  
Piper Jaffray  
PNC Financial Services Group  
Procter & Gamble  
Protiviti  
Prudential Capital Group  
PwC  
Raymond James  
RBC Capital Markets  
Reinsurance Group of America  
Robert W. Baird  
Rubin Brown  
Sagent Advisors  
Saks Incorporated  
Sandler O’Neil  
Scottrade  
Second Street Media  
Semler Brossy Consulting Group  
Shutterfly  
Stifel  
SunEdison  
Target  
Teach For America  
TIAA-CREF  
Time Inc.  
UBS  
Wal-Mart Stores
CHRISTINA Sukhu

HOMETOWN: SILVER SPRING, MARYLAND

HIGH SCHOOL  Springbrook High School

MAJORS  Marketing and Organization and Human Resources (Olin)

MINOR  Psychology (Arts & Sciences)

FULL-TIME JOB  Nielsen, Wilton, Connecticut

EXTRACURRICULAR AND STUDENT CLUB INVOLVEMENT
WUSTL Do One Thing
WashU Net Impact

CHRISTINA’S SENIOR COURSES

Fall Semester
Consumer Behavior
International Marketing
New Product Management
Managing People in Organizations
Introduction to Forensic Psychology

Spring Semester
Brand Management
Web Development
Advertising in the Digital Age
Positive Psychology

Watch Christina’s video for more about the senior experience.
olin.wustl.edu/BSBAExperience
As a senior, I’ve really liked getting the chance to delve into upper-level electives for my major. My interests largely lie in marketing, especially the retail industry, and in my free time I like to do things that involve the community and giving back.

The caliber of the student body within the Olin Business School is incredible. And there’s definitely a community feel within Olin. While the students here will push you to do better, we also have a very collaborative spirit. You’ll be in a lot of team-oriented settings, where you develop areas you want to improve and where you can share your strengths with other people.

Looking back, I wouldn’t trade my time at Olin for anything because of the relationships I’ve formed here with administrators, who are always willing to take the time out of their day to have a conversation with you; with faculty, who make themselves great resources; and with students, who help you be better on a personal level and professionally.

—Christina Sukhu

Women’s Mentor Program This Olin program connects selected female students with professional women who are positive role models and mentors, helping the students enhance their professional and technical skills.
Washington University alumni can do anything. What Olin graduates learn applies on Main Street as well as Wall Street. Regardless of where your dreams lead you, we stay connected with you for a lifetime.

**ENDURING TIES**

When Erin Harkless, BSBA ’05, moved to New York City to work as an analyst for Goldman Sachs Asset Management after graduation, she already had a lot to offer.

A native of San Antonio, Texas, she had graduated from Washington University with triple majors in finance, international business, and English. Her résumé also boasted a semester of study in London and an internship at Merrill Lynch in New York City.

“The chance to combine my interest in finance with my love of English was the main reason I chose Washington University,” she says. “I felt at home with other students who wanted to explore different combinations of subjects. It was exciting, and my professors were very supportive of my choices.”

After five years on Wall Street and earning her MBA, Erin is now an investment consultant with Cambridge Associates inside the Washington, D.C., beltway. She advises her clients on asset allocation, governance, and other investment matters, all backed by extensive financial research. Her clients include leading nonprofit institutions and private investors on the East Coast and in the Midwest.

“Olin provided an outstanding foundation in financial management, and my writing skills help me communicate effectively with clients,” she says. “The student experience at Washington University is what makes it special. I return to campus about once a year to visit friends, faculty, and administrators. Chancellor Wrighton still recognizes me!”

**FAST FACT**

135,175
in the WashU alumni network

---

**The Olin Blog: Perspectives from the school community** Current students, faculty, and staff share news, insights, and differing perspectives on Olin’s blog. Informative and fun, this online forum provides a glimpse into life at Olin and Washington University. Check out more at OlinBlog.wustl.edu.
Applying for Admission

At Washington University, you can count on personal attention, beginning with the application process. Our admission committee reviews each application individually and personally, looking for students who have challenged themselves inside and outside the classroom.

Washington University accepts the Common Application (commonapp.org). For details on how to apply, refer to the Undergraduate Viewbook or visit admissions.wustl.edu/apply.

Washington University encourages and gives full consideration to all applicants for admission, financial aid, and employment. The university does not discriminate in access to, or treatment or employment in, its programs and activities on the basis of race, color, age, religion, sex, sexual orientation, gender identity or expression, national origin, veteran status, disability, or genetic information. Applicants with a prior criminal history will not be automatically disqualified from consideration for admission. Inquiries about compliance should be addressed to the Vice Chancellor for Human Resources, Washington University, Campus Box 1184, One Brookings Drive, St. Louis, MO 63130.

SCHOLARSHIPS AND FINANCIAL ASSISTANCE

We meet 100 percent of the financial need of admitted students.

1. No-loan assistance packages
   for families with low incomes

2. Financial assistance awards
   that range up to the full cost

3. Merit-based scholarship programs

4. Need-based scholarships
   and other financial assistance

5. Free and simple financial assistance application

6. Individualized attention
   with your own financial assistance counselor

7. A commitment to helping you
   throughout your undergraduate years

8. Let’s start the conversation early — we want to help.

Student Financial Services
888.547.6670 toll-free or
314.935.5900
financial@wustl.edu

To learn more about Olin Business School:
Olin Business School Undergraduate Program
Washington University in St. Louis
Campus Box 1133
One Brookings Drive
St. Louis, MO 63130-4899
314.935.6315
bsba@olin.wustl.edu
olin.wustl.edu

To learn more about Washington University:
Office of Undergraduate Admissions
Washington University in St. Louis
Campus Box 1089
One Brookings Drive
St. Louis, MO 63130-4899
800.638.0700 or 314.935.6000
admissions@wustl.edu
admissions.wustl.edu
Visit Us!

While you can find plenty of additional information on our website, nothing takes the place of a visit. That’s the only way to feel the energy and witness classroom interactions, see the facilities, meet the professors, and hear firsthand how research-driven thinking permeates everything we teach and do.

“We have a great reputation for academics, but it’s very important to visit the university to see our community in action,” says Mahendra Gupta, dean of Olin Business School. “There’s so much to experience: the people, campus life, culture, and our great city.”

To get more details or to plan a visit tailored to your interests, call the Office of Undergraduate Admissions:

800.638.0700 or 314.935.6000

If you receive more than one of this mailing or prefer not to receive paper mail, please contact the Office of Undergraduate Admissions at admissions@wustl.edu.