

### Marketing

**Core Requirements:**

MKT 370	Principles of Marketing
MKT 473	Market Research
MKT 480*	Marketing Strategy

**Electives: At least two courses from the following (with at least one course from Group A):**

**GROUP A**

MKT 377	Consumer Behavior
MKT 470E	Pricing
MKT 478	New Product Management

**GROUP B**

MKT 373	Retail Management
MKT 476	Advanced Retail Management
MKT 477	International Marketing
MKT 481	Integrated Marketing Communications

*\*Marketing 480 is taken spring semester of your senior year.*

### Operations and Supply Chain Management

**Core Requirements:**

OSCM 230	Management Science
OSCM 356	Operations & Manufacturing Management

**Electives: At least four courses from the following (with at least two courses from Group A):**

**GROUP A**

OSCM 453	Technology Management & Process Design
OSCM 458	Operations Planning & Control
OMM 558	Advanced Operations Strategy

**GROUP B**

ACCT 363	Cost Analysis & Control
MEC 380	Competitive Industry Analysis
MGT 380	Business Strategy
MKT 373	Retail Management
MKT 473	Marketing Research
OB 461	Negotiation

### Organization and Human Resources

**Major Requirements:**

OB 360	Organizational Behavior within the Firm
MGT 390	Economics of Human Resource Management

**Electives: At least nine units (at least six units from Group A):**

**GROUP A**

HRM 320A	Managing People in Organizations
HRM 325	Personnel/Human Resources Management
MEC 380	Competitive Industry Analysis
MGT 380	Business Strategy
MGT 402	Ethical Issues-Managerial Decision Making*
MGT 513I	Case Studies in Ethical Decision Making*
OB 461	Negotiation
OB 462	Organizational Leadership

**GROUP B**

PSYCH 315	Introduction to Social Psychology
PSYCH 353	Psychology of Personality
PSYCH 361	Psychology of Learning
ECON 454I	Institutions of Production & Exchange
ECON 480	Labor Economics
ECON 485	Labor Mgt. Relations in Modern Economics

*\*Mgt. 402 & 513I are 1.5 credit courses. Mgt. 402 is also a prerequisite for 513I.*

All BSBA students must complete a minimum of 120 units of work and meet the minimum requirements listed below. All business courses and specific non-professional requirements must be taken for a grade. A minimum 2.0 overall and a 2.0 professional GPA must be maintained.

### General Educational Requirements (48 minimum units)

English Composition 100		
Math 127/128 or 131/132		
Distribution Requirements:	Behavioral Analysis	(3 units)
	Physical/Life Sciences	(3 units)
	Humanities	(3 units)
	International Studies	(6 units)
	Ethics & Values	(3 units)
Advanced 300-400 Electives		(18 minimum units)

### Professional Requirements (43.5 minimum units)

Accounting 2610 & 2620	Managerial Economics 290
Finance 340	Managerial Economics 292 or Economics 1021
Management 100*	Marketing 370
Management 150A, Management 150B	Operations & Supply Chain Management 230 & 356
Management 250A	Organizational Behavior 360
Management 201	Quantitative Business Analysis 120 & 121

*\*Transfer students may substitute MGT 380 or MEC 380.*

### Professional Electives (12 minimum units)

You must also complete a minimum of 12 professional elective units from among the following:

Accounting	Finance	Marketing
Economics & Strategy	Healthcare Management	Operations & Supply Chain Management
Entrepreneurship	International Business	Organizational & Human Resources Management

Specific requirements for our majors are listed in this brochure. With the exception of the International Internship Program (IIP) course work for the International Business major, internship credit will not count toward any business major requirements.

You can pursue a maximum of two business majors (or one business and one non-business) and a minor (outside of Olin) or one business major and two minors (outside of Olin) as part of your course of study to earn your BSBA degree. Majors and minors must be declared by the end of your junior year. For more information: <https://insideolin.wustl.edu>

## Accounting

### Core Requirements:

ACCT 3610 Intermediate Financial Accounting I

### Electives: At least four courses from the following:

ACCT 3620 Intermediate Financial Accounting II  
 ACCT 363 Cost Analysis & Control  
 ACCT 464 Auditing  
 ACCT 466 Financial Statement Analysis  
 ACCT 467 Income Tax Accounting  
 ACCT 4680 Advanced Financial Accounting Problems

## Economics and Strategy

### Major Requirements:

FIN 340 Capital Markets & Financial Markets  
 MEC 370 Game Theory  
 MEC 380 Competitive Industry Analysis  
 MEC 470 Market Competition & Value Appropriation  
 MEC 471 Empirical Techniques for Industry Analysis  
 MGT 380 Business Strategy  
 MGT 390 Economics of HRM

## Entrepreneurship

### Core Requirements:

FIN 340 Capital Markets & Financial Management  
 MGT 421 Introduction to Entrepreneurship  
 MGT 424 Business Planning for New Enterprises  
 MKT 370 Principles of Marketing

### Electives: At least three courses from the following:

ACCT 466 Financial Statement Analysis  
 MEC 370 Game Theory for Business  
 MEC 380 Competitive Industry Analysis  
 MEC 470 Market Competition & Value Appropriation  
 MGT 301 Legal Environment of Business  
 MGT 380 Business Strategy  
 MKT 473 Market Research  
 OB 461 Negotiations  
 OSCM 453 Technology Management & Process Design  
 ART 135I-136I\* Communication Design I  
 BE 201 The Business of Biomedical Engineering  
 BIO 392 Impact of Biotechnology  
 CS 104 Web Development  
 CS 123 Introduction to Software Concepts  
 CS 131 Computer Science I  
 CS 152 Internet Applications  
 CS 407A Management Information Systems I  
 ECON 335 Money & Banking  
 ECON 337 Financial Intermediaries in the Market Economy  
 ECON 428 Capital Market Imperfections  
 EE 411A Patents & Other Ways to Protect Inventions  
 ME 204 Introduction to Manufacturing Processes

*\*Only one course can be applied towards this major.*

## Finance

### Core Requirements:

FIN 340 Capital Markets & Financial Management  
 FIN 441 Investments  
 FIN 448 Advanced Financial Management  
 FIN 451 Options, Futures & Derivative Securities

### Electives: At least three credits from the following:

FIN 400G\* Financial Markets & Instruments  
 FIN 400H Mortgage Backed Securities  
 FIN 400I Mergers & Acquisitions  
 FIN 400J Advanced Valuation  
 FIN 428 Investment Praxis  
 FIN 443 International Finance  
 FIN 447 Information, Intermediation & Financial Markets  
 FIN 449 Risk Management  
 FIN 452 Advanced Derivative Securities

*\*Available only through London International Internship Program.*

## Healthcare Management

### Core Requirements:

MGT 320 Olin Grand Rounds  
 MGT 321 Healthcare Economics & Policy  
 MGT 322 Healthcare Management  
 MGT 420 Research in Healthcare Management

### Electives: At least one course from the following:

ANTH 260 Topics in Health & Community  
 ANTH 3283 Introduction to Public Health  
 ANTH 333 Culture & Health  
 ANTH 4134 AIDS Epidemic  
 ANTH 4883 The Political Economy of Health  
 BME 201 Concept to Market  
 BIO 390W Biomedical Politics  
 BIO 2651 or 3651 Medical Prep Program  
 BIO 2652 or 3652 Pediatric Emergency Med Program  
 PHEALTH 316 Contemporary Women's Health  
 PHEALTH 3183 History of Genetics in 20th Century  
 PHEALTH 358 Leeches to Lasers  
 PHEALTH 3621 Anthropology of Human Birth  
 PHEALTH 372 Behavioral Ecology  
 PHEALTH 3874 International Public Health  
 URB STU 415 Critical Issues in Life Span

## International Business

### Major Requirements:

MEC 292 Global Economy\* (ECON 1021 is not a substitute)

### Electives: At least four courses from the following: (with at least two courses from Group A):

#### GROUP A

FIN 400G International Finance & Economics  
 FIN 443 International Finance  
 IIP 999 International Internship Program  
 MGT 308 Introduction to International Business  
 MGT 400S International Business Environment  
 MKT 477 International Marketing

#### GROUP B

ANTH 306B Africa: Peoples & Cultures  
 ANTH 3313 Women & Islam  
 ANTH 3322 Brave New Crops  
 ANTH 3326 Modern Third World  
 ANTH 361 Culture & Environment  
 ANTH 4041 Islam & Politics  
 ANTH 4883 Political Economy of Health  
 ASIAN 320 Literature & Visual Culture – Arab World  
 CHIN 330 Chinese City in Global Context  
 CHIN 4631 Business Chinese I  
 ECON 423 Western Economic History  
 ECON 426 Economic Systems in Theory & Practice  
 ECON 435 Open Economy Macroeconomics  
 ECON 475 International Trade  
 EASIA 3301 Chinese City in Global Context  
 ELIT 346 British Enlightenment Culture  
 FILM 332 Contemporary East Asian Cinema  
 FILM 340 History of World Cinema  
 FRENCH 301 French in France (Paris only)  
 FRENCH 3012 Olin Internship Language Practicum (Paris only)  
 FRENCH 310 Commercial French  
 FRENCH 311C French Culture  
 FRENCH 318D Prep for Year Abroad  
 FRENCH 325 French Film Culture  
 GERM 404 German Today  
 GERM 408D German Language of Business I  
 HIST 3150 Middle East in the 20th Century  
 HIST 316C Modern China  
 HIST 3164 Chinese Foreign Relations  
 HIST 3192 Modern South Asia  
 HIST 320C Japan Since 1868  
 HIST 322C Latin America — 20th Century  
 HIST 333 The Holocaust  
 HIST 335C Jews in the Modern World  
 HIST 3450 Modern Germany

HIST 356C 20th Century Russia  
 HIST 359 Modern European Women  
 HIST 3598 WWI — Making of Modern Europe  
 HIST 3680 Cold War, 1945-1991  
 HIST 3741 US-Foreign Relations Since 1950  
 HIST 3879 Britain & Its Empire Since 1870  
 HIST 395C African Modernity: 1800 — Civilization  
 HIST 449C Imperial Russia  
 IAS 3260 Race, Class & Gender: Brazil  
 IAS 362 Introduction to Russian Civilization  
 IS 336 China Under Revolution & Reform  
 IS 344 Introduction to European Studies  
 IS 350 Israeli Culture & Society  
 IS 3598 1st World War – Making of Modern Europe  
 ITALIAN 332 Italian Cinema  
 JNE 3272 Introduction to Israeli Studies  
 JNE 4042 Competing Ideologies & Nationalisms  
 KOREAN 417 Third-Level Korean II  
 KOREAN 418 Third-Level Korean II  
 KOREAN 437 Korean Literature & Culture  
 KOREAN 438 Contemporary Korean II  
 LATAM 3092 Indigenous People — Latin America  
 PSCI 3093 Politics of European Union  
 PSCI 3120 Globalization & Gender  
 PSCI 321 Comparative European Politics  
 PSCI 326B Latin American Politics  
 PSCI 327B African Politics  
 PSCI 3280 Political Intolerance in World Politics  
 PSCI 3292 South Asian Politics  
 PSCI 357B Gender & Politics in Global Perspective  
 PSCI 3690 Politics of International Trade  
 PSCI 372 Politics of International Finance  
 PSCI 374 Contemporary American Foreign Policy  
 PSCI 3781 Israeli Politics  
 PSCI 3782 Terrorism & Political Violence  
 PSCI 4231 Contemporary Issues in Latin America  
 PSCI 4281 Comparative Political Parties  
 PSCI 4432 Politics of Post-Soviet Countries  
 PSCI 4451 Contemporary Politics in India  
 PSCI 4621 Politics & Theory of Games  
 PSCI 4730 Political Economics of Multinational Enterprises  
 PSCI 475 Terrorism & Guerrilla Warfare  
 REST 309 Chinese Thought  
 RUSSIAN 431 Russia Today and Yesterday  
 RUSSIAN 4480 Russian Intellectual History  
 SPAN 311 Hispanic Culture I  
 SPAN 351 Business Spanish  
 SPAN 426 Latin American Theater  
 WGSS 3206 Global Gender Issues  
 WGSS 3551 Gender in Korean Films and Literature