

# Drexel University

## Catalog 2008/2009

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The LeBow College of Undergraduate Programs

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### **The LeBow College of Business**

The mission of the Bennett S. LeBow College of Business is to educate students for successful business and professional careers. At the undergraduate and master's levels, this objective is accomplished by providing high-quality educational programs that integrate theory and practice through a combination of academic coursework and complementary professional work experience. Our highly regarded co-operative education program, in which students interchange periods of academic study and full-time, off-campus employment with partner companies, sets us apart from other business schools. At the Ph.D. level, our programs provide both a rigorous understanding of the disciplines of business and the research skills that enable exploration and discovery of new knowledge within those disciplines.

The vitality of all our academic programs is maintained by the scholarship of the College's distinguished faculty. The College is committed to advancing the science and practice of management through basic, applied, and instructional research in the various disciplines of business.

The College and its faculty maintain strong connections to business professions and the community through participation in professional organizations, a commitment to community service, and dedication to providing opportunities for lifelong learning.

#### **Goals of the Bachelor of Science in Business Administration Program**

The Bachelor of Science in Business Administration program is designed to prepare students for managerial positions in business and other institutions. To accomplish this, the undergraduate curriculum has the following characteristics and goals:

- *An early exposure to the structure and functions of business enterprises*
- *The bridging of theory and concepts with professional practice*
- *The integration of material across disciplines within business as well as between business and other fields*
- *The enhancement of effective communication, problem-solving, and interpersonal skills*
- *Coverage of the ethical issues inherent in a business setting*
- *Coverage of the global, political, social, and legal/regulatory environment in which businesses operate*
- *Coverage of the impact of technology and technological changes on the operation of the business enterprise*
- *An emphasis on career preparation*
- *Opportunities for experiential learning through traditional co-op programs and other "hands-on" opportunities*

#### **Goals of the Bachelor of Science in Business and Engineering Program**

The Business and Engineering Degree Program contains a broad-based business and engineering curriculum, enabling graduates to work successfully in technically oriented business positions. Students complete a set of broad functional business core courses along with a firm foundation in science, mathematics, and engineering. Students also study more deeply the areas of operations management, entrepreneurship, finance, and marketing, while also studying the functional areas of engineering. Graduates of this program will be well prepared to

participate in innovative technological efforts in business.

The Business and Engineering Degree Program gives students the opportunity to learn important concepts in functional business areas such as accounting, economics, finance, information systems, law, marketing, organizational behavior, operations, and statistics.

The Business and Engineering Degree Program gives students the opportunity to:

- *Learn important concepts in functional business areas such as accounting, economics, finance, information systems, law, marketing, organizational behavior, operations, and statistics.*
- *Study in more depth the areas of operations, entrepreneurship, finance, management, marketing and other functional business areas.*
- *Complete a broad education in engineering disciplines after completing a firm foundation in science and mathematics.*
- *Develop skills in technical communication and critical reasoning.*
- *Study ethical issues faced by managers and engineers, and understand technology from a historical perspective.*
- *Apply acquired skills in two co-op work experiences to further enhance their knowledge base.*
- *Study entrepreneurship from a management and finance perspective for preparation in innovative technological efforts.*
- *Learn the operational aspects of business operations to improve the functioning of technically oriented businesses*

#### **Goals of the Bachelor of Science in Economics Program**

The Bachelor of Science in Economics program is designed to provide students with an understanding of the market system, as well as economic institutions, policies and development. In addition to this deep coverage of economics, the major includes liberal arts and sciences requirements. The program is flexible, allowing the student to customize the curriculum and choose areas of emphasis ranging from political economy to mathematical economics, as well as to select a coordinating field from other majors and minors at Drexel.

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### The LeBow College of Business

#### Degree Requirements

All Business Administration curriculum require a minimum of 180 credits. All Business & Engineering curriculum require a minimum of 185.5 credits. The Economics curriculum require a minimum of 187 credits. The courses in each curriculum may be grouped into three categories:

#### *General Education*

The liberal arts comprise 50 percent or more of total credits required. Courses in communications, economics, English, history, mathematics, natural science, political science, psychology, sociology, and statistics teach students to think effectively and to communicate ideas to others. In addition, they provide a good understanding of the economic, social, and political systems within which we live and business operates.

#### *Common Body of Knowledge in Business*

Courses in accounting, business strategy and social responsibility, finance, law, organizational behavior, management information systems, production management, and marketing introduce students to all the functional areas of business, the quantitative aspects of decision-making, and the behavioral factors common to all organizational structures.

#### *Specialization (BSBA & BSB&E) or Coordinated Field (BSECON)*

The curriculum permits a limited degree of specialization in a student-chosen area of concentration. The area of concentration and the common body of knowledge in business together comprise not more than 50 percent of the total credits required for graduation. In the Economics program, students must select a non-business coordinated field to augment the general education and economics course work.

#### *Writing-Intensive Course Requirements*

In order to graduate, all students beginning with the entering class of 2002/01 (fall, 2002) must pass three writing-intensive courses after their freshman year. Two writing-intensive courses must be in a student's major. The third can be in any discipline. Students are advised to take one writing-intensive class each year, beginning with the sophomore year, and to avoid "clustering" these courses near the end of their matriculation. Transfer students need to meet with an academic advisor to review the number of writing-intensive courses required to graduate.

A "WI" next to a course in this catalog indicates that this course can fulfill a writing-intensive requirement. Departments will designate specific sections of such courses as writing-intensive. Sections of writing-intensive courses are not indicated in this catalog. Students should check the section comments in Banner when registering. Students scheduling their courses in Banner can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term. For more information on writing-intensive courses, see the Drexel University Writing Program's Writing-Intensive Course page.

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### **The LeBow College of Business**

#### **Co-operative Education**

The five-year co-operative education programs consist of 12 terms in college and six terms in co-operative employment. During the freshman year, students spend three terms in school (fall, winter, and spring) and have a summer vacation. For each of the next three years, students alternate two terms in school with two terms of co-op. The senior year consists of three terms in college with no co-operative employment.

The four-year co-operative education program consists of 12 terms in college and two terms in co-operative employment. The two terms of co-op experience take place in the third year.

The non-co-operative four-year program comprises 12 terms in school with vacations during the summers.

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### The LeBow College of Business

#### Special Programs

The College's *Drexel in London Program* offers flexible schedules for study abroad, ranging from six-week summer sessions to six-month (two-term) combined study and co-operative education programs in which students can earn up to 18 credits and fulfill one of their co-op requirements. The program's emphasis is on international business in general, with a particular focus on the United Kingdom and the European Union. Business course selections each year will be selected from the list of courses that constitute the international business concentration, but students in other concentrations may participate in the program. Housing is provided in South Kensington, one of central London's most desirable residential sections. Drexel in London applications are administered by the Study Abroad office, 215-895-1704.

LeBow College's My LIFEfolio is a Web-based portfolio that enables students to connect introductory course material to upper level classes. Beginning in freshman year, My LIFEfolio students build an integrated academic experience as they progress through the LeBow curriculum. The four electronic portfolios that comprise My LIFEfolio—business concentration, career, writing and quantitative reasoning—allow students to store information, reflect on what they have learned, and understand how that knowledge has impacted their beliefs, attitudes and personal development.

Co-operative education, academic eligibility requirements, acceptance of transfer students, and placement services are described in detail in other sections of this catalog.

Students wishing to prepare for admission to professional schools may obtain preprofessional counseling from the Office of Preprofessional Programs, 215-895-2437.

The LeBow College of Business offers graduate work leading to the degrees of Master of Business Administration, Master of Science, and Doctor of Philosophy. Certificate programs are also offered. Undergraduate students may not enroll in graduate-level courses. Please see the graduate catalog for full details of all graduate curricula. For additional information, please contact the LeBow College of Business.

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### **Business Administration**

The Business Administration curriculum, accredited by AACSB International, the Association to Advance Collegiate Schools of Business, underscores the College's commitment to educate tomorrow's leaders in business with a broad-based education to enhance intellectual development, develop strong business capabilities, and cultivate leadership skills through citizenship and community engagement.

The curriculum provides an excellent broad-based foundation while continuing to allow for dual concentrations and minors.

The co-operative four-year and five-year curricula offer a balanced program of general education, studies in the common body of knowledge, and an area of concentration in one or more of the functional fields of business. Students have the advantages of the co-operative education plan with alternating terms in industry and classes after the freshman year.

The course content of the non-co-operative four-year curriculum is the same as that of the five-year program. The curriculum is offered for those students who wish to complete their education in a four-year period without the benefits of co-op experiences.

For more information about this major, visit LeBow College Bachelor of Science in Business Administration page.

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### Business Administration

*Bachelor of Science Degree: 180.0 credits*

Degree requirements (incoming students, 2008/2009)

#### General education requirements

|            |   |     |
|------------|---|-----|
| ENGL 101   | <b>Expository Writing and Reading</b>                           | 3.0 |
| ENGL 102   | <b>Persuasive Writing and Reading</b>                           | 3.0 |
| ENGL 103   | <b>Analytical Writing and Reading</b>                           | 3.0 |
| COM 270 WI | <b>Business Communication</b>                                   | 3.0 |
| HIST 162   | <b>Themes in World Civilization II</b>                          | 3.0 |
| or         |   |     |
| HIST 163   | <b>Themes in World Civilization III</b>                         | 3.0 |
| MATH 101   | <b>Introduction to Analysis I</b>                               | 4.0 |
| MATH 102   | <b>Introduction to Analysis II</b>                              | 4.0 |
| PHIL 105   | <b>Critical Reasoning</b>                                       | 3.0 |
| PSY 101    | <b>General Psychology</b>                                       | 3.0 |
| UNIV 101   | <b>The Drexel Experience</b>                                    | 2.0 |
|            | <b>English literature elective: (ENGL 200 through ENGL 399)</b> | 3.0 |
|            | <b>Fine Arts elective</b>                                       | 3.0 |

#### Students select two of the following Applied Science courses:

|          |                          |     |
|----------|--------------------------|-----|
| BIO 151  | <b>Applied Biology</b>   | 3.0 |
| CHEM 151 | <b>Applied Chemistry</b> | 3.0 |
| PHYS 151 | <b>Applied Physics</b>   | 3.0 |

#### General Education (Category) Electives

Students select seven (21 credits) additional general education electives (one of which must be a science or computer science course), with a minimum of one course in each of the following categories:

##### Society and Culture

Communication, English, Fine Arts, International Area Studies, Language, Philosophy

##### Social Science

Anthropology, History, Sociology, Political Science, Psychology

##### Math and Science

Computer Science, Information Systems, Math, Science

|                              |  |             |
|------------------------------|--|-------------|
| <b>Business requirements</b> |  | <b>64.0</b> |
| BUSN 101                     | <b>Foundations of Business I</b>         | 4.0         |
| BUSN 102                     | <b>Foundations of Business II</b>        | 4.0         |
| ACCT 115                     | <b>Financial Accounting Foundations</b>  | 4.0         |
| ACCT 116                     | <b>Managerial Accounting Foundations</b> | 4.0         |
| BLAW 201                     | <b>Business Law I</b>                    | 4.0         |



|             |   |     |
|-------------|---|-----|
| STAT 201    | <b>Business Statistics I</b>                          | 4.0 |
| ECON 201    | <b>Principles of Microeconomics</b>                   | 4.0 |
| ECON 202    | <b>Principles of MicroeconomicsI</b>                  | 4.0 |
| FIN 301     | <b>Financial Management</b>                           | 4.0 |
| MIS 300     | <b>Introduction to Management Information Systems</b> | 4.0 |
| MKTG 301 WI | <b>Introduction to Marketing Management</b>           | 4.0 |
| ORGB 300 WI | <b>Organizational Behavior</b>                        | 4.0 |
| OPM 300 WI  | <b>Operations Management</b>                          | 4.0 |
| INTB 200    | <b>International Business</b>                         | 4.0 |
| MGMT 450    | <b>Strategy and Competitive Advantage</b>             | 4.0 |

**Students select one of the following four courses:**

|             |   |     |
|-------------|---|-----|
| STAT 202    | <b>Statistics II</b>                    | 4.0 |
| MGMT 260    | <b>Introduction to Entrepreneurship</b> | 4.0 |
| MGMT 451    | <b>Management Simulation</b>            | 4.0 |
| BUSN 451 WI | <b>Business Consulting</b>              | 4.0 |

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**Concentration Electives** **24.0**

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**Free Electives** **28.0**

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*Writing-Intensive Course Requirements*

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## Recommended Plan Of Study

### BS Business Administration 5 YR UG Co-op Concentration /General Business

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |   |                |
|--------------------------|---|----------------|
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0            |
|                          | Course from 1st business area (See requirements)          | 4.0            |
|                          | Course from 2nd business area (See requirements)          | 4.0            |
|                          | Fine arts elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 9</b>            |   | <b>Credits</b> |
|                          | Course from 3rd business area (See requirements)          | 4.0            |
|                          | Course from 4th business area (See requirements)          | 4.0            |
|                          | Free elective   | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 10</b>           |   | <b>Credits</b> |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                        | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | Course from 5th business area (See requirements)          | 4.0            |
|                          | Course from any business area                             | 4.0            |
|                          | Free elective   | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 11</b>           |   | <b>Credits</b> |
| <a href="#">BUSN 451</a> | Business Consulting                                       | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 451</a> | Management Simulation                                     | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                          | 4.0            |
|                          | Free electives  | 9.0            |
|                          | <i>Term Credits</i>                                       | <b>13.0</b>    |
| <b>Term 12</b>           |   | <b>Credits</b> |
|                          | Free electives  | 12.0           |
|                          | <i>Term Credits</i>                                       | <b>12.0</b>    |
|                          | <b>Total Credits (minimum)</b>                            | <b>177.0</b>   |

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# Drexel University

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### Fields of Concentration

In selecting a field of concentration, students are encouraged to consult with their academic advisor and the department head of the field in which they are interested. Many students choose to enhance their educational experience by taking two concentrations.

There are ten fields of concentration currently offered:

Accounting

Economics

Entrepreneurship

Finance

General Business

International Business\*

Legal Studies

Management Information Systems

Marketing

Operations Management

\* This concentration is offered in two formats: (1) as a stand-alone concentration; or (2) as a co-concentration taken in conjunction with another field of concentration

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### **Accounting**

Accounting produces information for making decisions about organizations. The LeBow College of Business's accounting coursework is designed to provide basic conceptual accounting and business knowledge for careers in accounting and taxation in many settings. Courses cover accounting, auditing, tax preparation, and related topics.

The greatest range of career opportunities are in public, private and government accounting. Professional accountants are normally certified as public accountants (CPA) or managerial accountants (CMA) after passing professional examinations. The University's co-op program provides an advantage to accounting students who plan to practice locally. Time spent working in co-op internship positions as a student is often accepted as part of the two years of accounting experience required for the Certified Public Accountant certificate in Pennsylvania and many other states.

Students planning to take the CPA exam must take additional accounting coursework. Interested students should contact the Department of Accounting at the beginning of the third year to ensure ample time to fulfill such requirements.

Students interested in pursuing a dual concentration in accounting and finance should contact the department heads.

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### Accounting

| <b>Required courses (incoming students, 2008/2009)</b> |                                       | <b>24.0<br/>Credits</b> |
|--|---------------------------------------|-------------------------|
| ACCT 321   | <b>Financial Reporting I</b>          | 4.0                     |
| ACCT 322   | <b>Financial Reporting II</b>         | 4.0                     |
| ACCT 331   | <b>Cost Accounting</b>                | 4.0                     |
| ACCT 341   | <b>Principles of Auditing</b>         | 4.0                     |
| ACCT 352   | <b>Accounting Information Systems</b> | 4.0                     |
| TAX 341  | <b>Individual Income Taxes</b>        | 4.0                     |
| <b>Options:</b>  |                                       |                         |
| ACCT 323   | <b>Financial Reporting III</b>        | 4.0                     |
| ACCT 336   | <b>International Accounting</b>       | 4.0                     |
| ACCT 355   | <b>Forensic Accounting</b>            | 4.0                     |
| TAX 342  | <b>Business Income Taxes</b>          | 4.0                     |
| TAX 390  | <b>Financial Planning and Taxes</b>   | 4.0                     |

A minimum of 28 ELEC (BUSN/ Non BUSN) credits are required to fulfill degree completion. Students planning to take the CPA exam should review the educational requirements established by the State Board of Accountancy in the state in which they plan to sit for the examination. Students taking the examination in Pennsylvania are qualified to sit for the examination by meeting the degree requirements above. The Department of Accounting recommends that students planning to sit for the CPA consider taking additional Accounting/Taxation 300 level courses from the portfolio of electives offered by the department.

## Recommended Plan Of Study

### BS Business Administration 5 YR UG Co-op Concentration /Accounting

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |   |                |
|--------------------------|---|----------------|
| <a href="#">ACCT 321</a> | Financial Reporting I                                     | 4.0            |
| <a href="#">ACCT 331</a> | Cost Accounting   | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0            |
|                          | Fine arts elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 9</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 322</a> | Financial Reporting II                                    | 4.0            |
| <a href="#">ACCT 352</a> | Accounting Information Systems                            | 4.0            |
|                          | Free elective   | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 10</b>           |   | <b>Credits</b> |
| <a href="#">ACCT 341</a> | Principles of Auditing                                    | 4.0            |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                        | 4.0            |
| <a href="#">TAX 341</a>  | Individual Income Taxes                                   | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | Free elective   | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 11</b>           |   | <b>Credits</b> |
| <a href="#">BUSN 451</a> | Business Consulting                                       | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 451</a> | Management Simulation                                     | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                          | 4.0            |
|                          | Free electives  | 9.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 12</b>           |   | <b>Credits</b> |
|                          | Free electives  | 12.0           |
|                          | <i>Term Credits</i>                                       | <i>12.0</i>    |
|                          | <b>Total Credits (minimum)</b>                            | <b>180.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **Economics**

Economics is the study of allocating scarce resources among competing needs. Drexel's Economics concentration is designed for two groups of students: those who wish to prepare for advanced degrees in the field, and those who want a sound business education with a focus on economics. The program places particular emphasis on the application of theory toward the solution of particular problems in such areas as international trade, money and finance, consumer activities, economic development, and other areas.

For permission to substitute other courses for those listed, students should see the department head. For more information about this concentration, contact the Department of Economics and International Business.

# Drexel University

## Catalog 2008/2009

### Economics Concentration

| Required courses (incoming students, 2008/2009) |  | 24.0<br>Credits |
|---|--|-----------------|
| ECON 301  | Microeconomics   | 4.0             |
| ECON 321  | Macroeconomics   | 4.0             |
| ECON 322 WI                                     | Economics Seminar  | 4.0             |
| <b>Plus three of the following courses:</b>     |  |                 |
| ECON 326  | History of Economic Ideas                                      | 4.0             |
| ECON 330  | Managerial Economics   | 4.0             |
| ECON 334  | Introduction to Public Finance                                 | 4.0             |
| ECON 336  | Labor Economics  | 4.0             |
| ECON 338  | Industrial Organization  | 4.0             |
| ECON 342  | Economic Development   | 4.0             |
| ECON 348  | Mathematical Economics   | 4.0             |
| ECON 350 WI                                     | Applied Econometrics   | 4.0             |
| ECON 351  | Resources and Environmental Economics                          | 4.0             |
| INTB 332 WI                                     | Multinational Corporations                                     | 4.0             |
| INTB 334  | International Trade  | 4.0             |
| INTB 336  | International Money and Finance                                | 4.0             |
| INTB 338 WI                                     | Regional Studies in International Business and Economic Policy | 4.0             |

**BS Business Administration**  
5 YR UG Co-op Concentration /Economics

**Recommended Plan Of Study**

|   | <b>Credits</b> |
|---|----------------|
| <b>Term 1</b>   |                |
| <a href="#">BUSN 101</a> Foundations of Business I            | 4.0            |
| <a href="#">ENGL 101</a> Expository Writing and Reading       | 3.0            |
| <a href="#">MATH 101</a> Introduction to Analysis I           | 4.0            |
| <a href="#">PSY 101</a> General Psychology I                  | 3.0            |
| <a href="#">UNIV 101</a> The Drexel Experience                | 1.0            |
| <a href="#">HIST 163</a> Themes World Civilization III        | 3.0            |
| or  |                |
| <a href="#">HIST 162</a> Themes World Civilization II         | 3.0            |
| <i>Term Credits</i>   | <b>18.0</b>    |
| <b>Term 2</b>   |                |
| <a href="#">BUSN 102</a> Foundations of Business II           | 4.0            |
| <a href="#">ENGL 102</a> Persuasive Writing and Reading       | 3.0            |
| <a href="#">MATH 102</a> Introduction to Analysis II          | 4.0            |
| <i>Term Credits</i>   | <b>11.0</b>    |
| <b>Term 3</b>   |                |
| <a href="#">ACCT 115</a> Financial Accounting Foundations     | 4.0            |
| <a href="#">ENGL 103</a> Analytical Writing and Reading       | 3.0            |
| Applied science course (See degree requirements)              | 3.0            |
| Social science course (See degree requirements)               | 3.0            |
| Society and culture course (See degree requirements)          | 3.0            |
| <i>Term Credits</i>   | <b>16.0</b>    |
| <b>Term 4</b>   |                |
| <a href="#">ACCT 116</a> Managerial Accounting Foundations    | 4.0            |
| <a href="#">BLAW 201</a> Business Law I                       | 4.0            |
| <a href="#">ECON 201</a> Principles of Microeconomics         | 4.0            |
| <a href="#">STAT 201</a> Business Statistics I                | 4.0            |
| <i>Term Credits</i>   | <b>16.0</b>    |
| <b>Term 5</b>   |                |
| <a href="#">COM 270</a> Business Communication                | 3.0            |
| <a href="#">ECON 202</a> Principles of Macroeconomics         | 4.0            |
| <a href="#">PHIL 105</a> Critical Reasoning                   | 3.0            |
| Applied science course (See degree requirements)              | 3.0            |
| General education elective (See degree requirements page)     | 3.0            |
| <i>Term Credits</i>   | <b>16.0</b>    |
| <b>Term 6</b>   |                |
| <a href="#">MKTG 301</a> Introduction to Marketing Management | 4.0            |
| <a href="#">OPM 300</a> Operations Management                 | 4.0            |
| English (ENGL) course 200-level or above                      | 3.0            |
| Science elective  | 3.0            |
| <i>Term Credits</i>   | <b>14.0</b>    |
| <b>Term 7</b>   |                |
| <a href="#">FIN 301</a> Introduction to Finance               | 4.0            |
| <a href="#">INTB 200</a> International Business               | 4.0            |
| <a href="#">MIS 300</a> Management Information Systems        | 4.0            |
| General education elective (See degree requirements page)     | 3.0            |
| <i>Term Credits</i>   | <b>15.0</b>    |
| <b>Term 8</b>   |                |
|   | <b>Credits</b> |

|                          |  |                |
|--------------------------|--|----------------|
| <a href="#">ECON 301</a> | Microeconomics   | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                      | 4.0            |
|                          | ECON concentration (See concentration requirements for list) | 4.0            |
|                          | Fine arts elective   | 3.0            |
|                          | <i>Term Credits</i>  | <i>15.0</i>    |
| <b>Term 9</b>            |  | <b>Credits</b> |
| <a href="#">ECON 321</a> | Macroeconomics   | 4.0            |
|                          | ECON concentration (See concentration requirements for list) | 4.0            |
|                          | Free elective  | 4.0            |
|                          | General education elective (See degree requirements page)    | 3.0            |
|                          | <i>Term Credits</i>  | <i>15.0</i>    |
| <b>Term 10</b>           |  | <b>Credits</b> |
| <a href="#">ECON 322</a> | Economics Seminar  | 4.0            |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                           | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience  | 1.0            |
|                          | ECON concentration (See concentration requirements for list) | 4.0            |
|                          | Free elective  | 3.0            |
|                          | <i>Term Credits</i>  | <i>16.0</i>    |
| <b>Term 11</b>           |  | <b>Credits</b> |
| <a href="#">BUSN 451</a> | Business Consulting  | 4.0            |
| or                       |  |                |
| <a href="#">MGMT 451</a> | Management Simulation  | 4.0            |
| or                       |  |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                             | 4.0            |
|                          | Free electives   | 9.0            |
|                          | General education elective (See degree requirements page)    | 3.0            |
|                          | <i>Term Credits</i>  | <i>16.0</i>    |
| <b>Term 12</b>           |  | <b>Credits</b> |
|                          | Free electives   | 12.0           |
|                          | <i>Term Credits</i>  | <i>12.0</i>    |
|                          | <b>Total Credits (minimum)</b>                               | <b>180.0</b>   |

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# Drexel University

## Catalog 2008/2009

### Entrepreneurship

Entrepreneurs and the new ventures they create fuel the economy. Entrepreneurs recognize market opportunities that others fail to see. A thriving population of entrepreneurs is essential to progress. Drexel's tradition of technological excellence and entrepreneurial spirit provide LeBow with an opportunity to offer a distinctive *interdisciplinary* entrepreneurship curriculum in the Philadelphia region. Our entrepreneurship faculty bring a unique blend of research, experiences and teaching in this area. In addition, LeBow is able to integrate the resources and offerings of the Baiada Center for Technology Entrepreneurship into our curriculum.

The concentration in entrepreneurship provides students with a required hands-on experience to study and work at the *Baiada Center for Technology Entrepreneurship*. Moreover, the curriculum includes courses in finance, law and marketing that are geared toward the issues in entrepreneurship.

# Drexel University

## Catalog 2008/2009

### Entrepreneurship

*Concentration: 24.0 credits*

| Required courses (incoming students, 2008/2009)      |                                     | 24.0<br>Credits |
|--|-------------------------------------|-----------------|
| MGMT 260   | Introduction to Entrepreneurship    | 4.0             |
| MGMT 363   | Directed Study in Entrepreneurship  | 4.0             |
| MGMT 364   | Technology Management               | 4.0             |
| MGMT 365   | Business Planning for Entrepreneurs | 4.0             |
| <b>Students select two of the following courses:</b> |                                     |                 |
| BLAW 346   | Entrepreneur Law                    | 4.0             |
| FIN 335  | Entrepreneurial Finance             | 4.0             |
| MKTG 347   | New Product Development             | 4.0             |

## Recommended Plan Of Study

### BS Business Administration

5 YR UG Co-op Concentration /Entrepreneurship

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <br>                     |   |                |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <br>                     |   |                |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <br>                     |   |                |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <br>                     |   |                |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                          | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>17.0</i>    |
| <br>                     |   |                |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <br>                     |   |                |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <br>                     |   |                |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |  |                |
|--------------------------|--|----------------|
| <a href="#">MGMT 363</a> | Directed Study in Entrepreneurship                         | 4.0            |
| <a href="#">MGMT 364</a> | Technology Management                                      | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                    | 4.0            |
|                          | Fine arts elective   | 3.0            |
|                          | <b>Term Credits</b>  | <b>15.0</b>    |
| <b>Term 9</b>            |  | <b>Credits</b> |
|                          | Entrepreneurship concentration courses (See requirements)  | 8.0            |
|                          | Free elective  | 3.0            |
|                          | General education elective (See degree requirements page)  | 3.0            |
|                          | <b>Term Credits</b>  | <b>14.0</b>    |
| <b>Term 10</b>           |  | <b>Credits</b> |
| <a href="#">MGMT 365</a> | Business Planning for Entrepreneurs                        | 4.0            |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                         | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                      | 1.0            |
|                          | Free electives   | 7.0            |
|                          | <b>Term Credits</b>  | <b>16.0</b>    |
| <b>Term 11</b>           |  | <b>Credits</b> |
|                          | Free electives   | 9.0            |
|                          | General education electives (See degree requirements page) | 6.0            |
|                          | <b>Term Credits</b>  | <b>15.0</b>    |
| <b>Term 12</b>           |  | <b>Credits</b> |
|                          | Free electives   | 12.0           |
|                          | <b>Term Credits</b>  | <b>12.0</b>    |
|                          | <b>Total Credits (minimum)</b>                             | <b>179.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **Finance**

Throughout the finance curriculum, students develop and apply quantitative skills for financial decision making within the business environment.

The concentration prepares students for careers in private business firms, including positions involving forecasting and budgeting for financial resources, cost-effectiveness analysis, control of expenditures, evaluation and financing of new projects, and evaluation of alternative methods of financing; in the investment field, including positions in banks, brokerage houses, and financial institutions that participate in the various money and capital markets; and in the public sector, including positions at the federal, state, and local government levels.

For more information about the concentration, contact the Department of Finance.

# Drexel University

## Catalog 2008/2009

### Finance

All core mathematics and statistics courses should be completed before embarking on the finance concentration. Because of the relevance of financial accounting to the field of finance, it is strongly recommended that finance students complete ACCT 321 and ACCT 322 (Financial Accounting I and II) as two of their free electives.

| <b>Required courses (incoming students, 2008/2009)</b> |   | <b>24.0 Credits</b> |
|--|---|---------------------|
| FIN 302  | <b>Intermediate Corporate Finance</b>     | 4.0                 |
| FIN 321  | <b>Investment Securities and Markets</b>  | 4.0                 |
| FIN 325  | <b>Financial Institutions and Markets</b> | 4.0                 |
| FIN 340  | <b>Seminar in Finance</b>                 | 4.0                 |

**Students select two of the following courses:**

|         |                                    |     |
|---------|------------------------------------|-----|
| FIN 323 | <b>Risk Management</b>             | 4.0 |
| FIN 330 | <b>Derivative Securities</b>       | 4.0 |
| FIN 332 | <b>Investment Analysis</b>         | 4.0 |
| FIN 335 | <b>Entrepreneurial Finance</b>     | 4.0 |
| FIN 338 | <b>Money and Capital Markets</b>   | 4.0 |
| FIN 346 | <b>Global Financial Management</b> | 4.0 |

**BS Business Administration**  
5 YR UG Co-op Concentration /Finance

**Recommended Plan Of Study**

|   | <b>Credits</b> |
|---|----------------|
| <b>Term 1</b>   |                |
| <a href="#">BUSN 101</a> Foundations of Business I            | 4.0            |
| <a href="#">ENGL 101</a> Expository Writing and Reading       | 3.0            |
| <a href="#">MATH 101</a> Introduction to Analysis I           | 4.0            |
| <a href="#">PSY 101</a> General Psychology I                  | 3.0            |
| <a href="#">UNIV 101</a> The Drexel Experience                | 1.0            |
| <i>Term Credits</i>   | <b>15.0</b>    |
| <b>Term 2</b>   |                |
| <a href="#">BUSN 102</a> Foundations of Business II           | 4.0            |
| <a href="#">ENGL 102</a> Persuasive Writing and Reading       | 3.0            |
| <a href="#">MATH 102</a> Introduction to Analysis II          | 4.0            |
| <a href="#">HIST 163</a> Themes World Civilization III        | 3.0            |
| or  |                |
| <a href="#">HIST 162</a> Themes World Civilization II         | 3.0            |
| <i>Term Credits</i>   | <b>14.0</b>    |
| <b>Term 3</b>   |                |
| <a href="#">ACCT 115</a> Financial Accounting Foundations     | 4.0            |
| <a href="#">ENGL 103</a> Analytical Writing and Reading       | 3.0            |
| Applied science course (See degree requirements)              | 3.0            |
| Social science course (See degree requirements)               | 3.0            |
| Society and culture course (See degree requirements)          | 3.0            |
| <i>Term Credits</i>   | <b>16.0</b>    |
| <b>Term 4</b>   |                |
| <a href="#">ACCT 116</a> Managerial Accounting Foundations    | 4.0            |
| <a href="#">BLAW 201</a> Business Law I                       | 4.0            |
| <a href="#">ECON 201</a> Principles of Microeconomics         | 4.0            |
| <a href="#">STAT 201</a> Business Statistics I                | 4.0            |
| <i>Term Credits</i>   | <b>16.0</b>    |
| <b>Term 5</b>   |                |
| <a href="#">COM 270</a> Business Communication                | 3.0            |
| <a href="#">ECON 202</a> Economics II                         | 4.0            |
| <a href="#">PHIL 105</a> Critical Reasoning                   | 3.0            |
| Applied science course (See degree requirements)              | 3.0            |
| General education elective (See degree requirements page)     | 3.0            |
| <i>Term Credits</i>   | <b>16.0</b>    |
| <b>Term 6</b>   |                |
| <a href="#">MKTG 301</a> Introduction to Marketing Management | 4.0            |
| <a href="#">OPM 300</a> Operations Management                 | 4.0            |
| English (ENGL) course 200-level or above                      | 3.0            |
| Science elective  | 3.0            |
| <i>Term Credits</i>   | <b>14.0</b>    |
| <b>Term 7</b>   |                |
| <a href="#">FIN 301</a> Introduction to Finance               | 4.0            |
| <a href="#">INTB 200</a> International Business               | 4.0            |
| <a href="#">MIS 300</a> Management Information Systems        | 4.0            |
| General education elective (See degree requirements page)     | 3.0            |
| <i>Term Credits</i>   | <b>15.0</b>    |
| <b>Term 8</b>   |                |
|   | <b>Credits</b> |

|                          |  |                |
|--------------------------|--|----------------|
| <a href="#">FIN 302</a>  | Intermediate Corporate Finance                                     | 4.0            |
| <a href="#">FIN 321</a>  | Investment Securities and Markets                                  | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior  | 4.0            |
|                          | Fine arts elective   | 3.0            |
|                          | <i>Term Credits</i>  | <b>15.0</b>    |
| <b>Term 9</b>            |  | <b>Credits</b> |
| <a href="#">FIN 325</a>  | Financial Institutions and Markets                                 | 4.0            |
|                          | Free elective  | 4.0            |
|                          | FIN concentration course (See concentration requirements for list) | 4.0            |
|                          | General education elective (See degree requirements page)          | 3.0            |
|                          | <i>Term Credits</i>  | <b>15.0</b>    |
| <b>Term 10</b>           |  | <b>Credits</b> |
| <a href="#">FIN 340</a>  | Seminar in Finance   | 4.0            |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                                 | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience  | 1.0            |
|                          | Free elective  | 3.0            |
|                          | FIN concentration course (See concentration requirements for list) | 4.0            |
|                          | <i>Term Credits</i>  | <b>16.0</b>    |
| <b>Term 11</b>           |  | <b>Credits</b> |
| <a href="#">BUSN 451</a> | Business Consulting  | 4.0            |
| or                       |  |                |
| <a href="#">MGMT 451</a> | Management Simulation  | 4.0            |
| or                       |  |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                                   | 4.0            |
|                          | Free electives   | 9.0            |
|                          | General education elective (See degree requirements page)          | 3.0            |
|                          | <i>Term Credits</i>  | <b>16.0</b>    |
| <b>Term 12</b>           |  | <b>Credits</b> |
|                          | Free electives   | 12.0           |
|                          | <i>Term Credits</i>  | <b>12.0</b>    |
|                          | <b>Total Credits (minimum)</b>                                     | <b>180.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **General Business Concentration**

#### **General Business Concentration**

This option is provided for those students who do not want to specialize in any one area but want a more extensive exposure to all the various areas of business.

The total credits required for this concentration is 24.0 for Business Administration majors.

Students selecting the General Business Concentration should choose six courses from at least five of the following fields: accounting (ACCT), economics (ECON), finance (FIN), human resource management (HRMT), international business (INTB), legal studies (BLAW), management (MGMT), marketing (MKTG), management information systems (MIS), business statistics (STAT), and operations management (OPM).

Business Administration: General Business Plan of Study

# Drexel University

## Catalog 2008/2009

### **International Business**

International business focuses on business activities that cross national borders. The plan of study explores the international business environment as well as the internal workings of international corporations and the impact of international considerations on the various functional areas of business.

The international business concentration allows students to choose from a menu of courses. The curriculum is interdisciplinary, with courses drawn from across business disciplines and anthropology. Specialized operational courses are offered, along with more general theoretical and comparative ones.

Since half of all international business is conducted in English, foreign languages are not a required component of the program; however, students should strongly consider a second or even third language.

For more information about this concentration, contact the Department of Economics and International Business.

# Drexel University

## Catalog 2008/2009

### International Business

*Stand-Alone Concentration Option: 24.0 credits*

Students completing the stand-alone concentration in International Business are required to complete six courses in the same language (a language other than the student's native language) at Drexel University. It is recommended that students also take a 351 language course, focusing on the language of business. This requires a minimum of 21 credits of language study at the college level, including proficiency in at least one language.

Students may satisfy the language requirement through foreign language course replacement by studying overseas. All study abroad programs must be approved by the Study Abroad Office.

| <b>Required courses (incoming students, 2008/2009)</b>            |   | <b>Credits</b> |
|---|---|----------------|
| INTB 440  | <b>Senior Seminar in International Business</b>                       | 4.0            |
| <b>Students select a minimum of three from following courses:</b> |   |                |
| ACCT 336  | <b>Introduction to International Accounting</b>                       | 4.0            |
| BLAW 340  | <b>International Business Law</b>                                     | 4.0            |
| FIN 346   | <b>Global Financial Management</b>                                    | 4.0            |
| MKTG 357 WI   | <b>Global Marketing</b>   | 4.0            |
| MGMT 452  | <b>Global Management Strategy and Practices</b>                       | 4.0            |
| <b>Students select a maximum of two from following courses:</b>   |   |                |
| INTB 332 WI   | <b>Multinational Corporations</b>                                     | 4.0            |
| INTB 334  | <b>International Trade</b>  | 4.0            |
| INTB 336  | <b>International Money and Finance</b>                                | 4.0            |
| INTB 338 WI   | <b>Regional Studies in International Business and Economic Policy</b> | 4.0            |
| ANTH 312  | <b>Approaches to Intercultural Behavior</b>                           | 3.0            |
| BLAW 340  | <b>International Business Law</b>                                     | 4.0            |
| ECON 342  | <b>Economic Development</b>   | 4.0            |
| ECON 344  | <b>Comparative Economic Systems</b>                                   | 4.0            |

# Drexel University

## Catalog 2008/2009

### International Business

*Co-Concentration Option: 24.0 credits*

This concentration offers two options: Option (A), which includes study for competency in a language other than English (and other than the student's native language); and Option (B), which substitutes further training in a relevant business discipline or functional field instead of the language courses.

**Students select six of the following courses:**

|             |   |     |
|-------------|---|-----|
| ACCT 336    | <b>Introduction to International Accounting</b>                       | 4.0 |
| ANTH 312    | <b>Approaches to Intercultural Behavior</b>                           | 3.0 |
| BLAW 340    | <b>International Business Law</b>                                     | 4.0 |
| ECON 342    | <b>Economic Development</b>   | 4.0 |
| ECON 344    | <b>Comparative Economic Systems</b>                                   | 4.0 |
| FIN 346     | <b>Global Financial Management</b>                                    | 4.0 |
| INTB 332 WI | <b>Multinational Corporations</b>                                     | 4.0 |
| INTB 334    | <b>International Trade</b>  | 4.0 |
| INTB 336    | <b>International Money and Finance</b>                                | 4.0 |
| INTB 338 WI | <b>Regional Studies in International Business and Economic Policy</b> | 4.0 |
| INTB 440    | <b>Senior Seminar in International Business</b>                       | 4.0 |
| MKTG 357 WI | <b>Global Marketing</b>   | 4.0 |

**In addition to the courses listed above, students must select to complete the requirements for any one of the following concentrations:**

- Economics
- Finance
- Marketing
- Management Information Systems (MIS)
- Accounting
- Operations Management



## Recommended Plan Of Study

### BS Business Administration 5 YR UG Co-op Concentration /International Business

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |   |                    |
|--------------------------|---|--------------------|
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0                |
|                          | Fine arts elective  | 3.0                |
|                          | International Business concentration courses (see list)   | 8.0                |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>        |
| <b>Term 9</b>            |   | <b>Credits</b>     |
|                          | Free electives  | 8.0                |
|                          | General education elective (See degree requirements page) | 3.0                |
|                          | International Business concentration course (see list)    | 4.0                |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>        |
| <b>Term 10</b>           |   | <b>Credits</b>     |
| <a href="#">INTB 440</a> | Seminar in International Business                         | 4.0                |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                        | 4.0                |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0                |
|                          | Free elective   | 3.0-4.0            |
|                          | International Business concentration course (see list)    | 4.0                |
|                          | <i>Term Credits</i>                                       | <b>16.0-17.0</b>   |
| <b>Term 11</b>           |   | <b>Credits</b>     |
| <a href="#">BUSN 451</a> | Business Consulting                                       | 4.0                |
| or                       |   |                    |
| <a href="#">MGMT 451</a> | Management Simulation                                     | 4.0                |
| or                       |   |                    |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                          | 4.0                |
|                          | Free electives  | 6.0-9.0            |
|                          | General education elective (See degree requirements page) | 3.0                |
|                          | International Business concentration course (see list)    | 3.0                |
|                          | <i>Term Credits</i>                                       | <b>16.0-19.0</b>   |
| <b>Term 12</b>           |   | <b>Credits</b>     |
|                          | Free electives  | 12.0-16.0          |
|                          | <i>Term Credits</i>                                       | <b>12.0-16.0</b>   |
|                          | <b>Total Credits (minimum)</b>                            | <b>180.0-188.0</b> |

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# Drexel University

## Catalog 2008/2009

### **Legal Studies**

Law is pervasive in all aspects of business and life. Legal Studies provides Drexel University students with the ability to recognize the influence of the law, understand its application and make informed and intelligent decisions regarding the course of action to take.

Students will learn the basics of various areas of the law and the legal environment of business and will learn to identify the factual situation in which to apply that law. They will be able to analyze the facts, determine which aspects of the law are pertinent, apply that to those facts, and draw a conclusion. Clarity of thought, reasoning and expression (both oral and written) are additional results of this process.

Emphasis is on critical thinking as a tool for problem solving, so that whatever the discipline, students will be able to identify and prevent possible problems or seek proper and timely assistance for critical decision making.

For more information about the concentration, contact the Department of Legal Studies.

# Drexel University

## Catalog 2008/2009

### Legal Studies

**Note:** All students take BLAW 201 as one of the required courses for the Business degree and as a prerequisite for the Legal Studies Concentration courses.

|          |                |     |
|----------|----------------|-----|
| BLAW 201 | Business Law I | 4.0 |
|----------|----------------|-----|

#### Concentration Requirements

**24.0  
Credits**

**Students select six of the following courses:**

|          |                                      |     |
|----------|--------------------------------------|-----|
| BLAW 202 | Business Law II                      | 4.0 |
| BLAW 321 | Law of Business Organizations        | 4.0 |
| BLAW 330 | Real Estate                          | 4.0 |
| BLAW 334 | Labor Law                            | 4.0 |
| BLAW 338 | Government Regulation of Business    | 4.0 |
| BLAW 340 | International Business Law           | 4.0 |
| BLAW 342 | Criminal Law                         | 4.0 |
| BLAW 346 | Entrepreneur Law                     | 4.0 |
| BLAW 348 | White Collar Crime                   | 4.0 |
| BLAW 356 | Corporate Governance                 | 4.0 |
| BLAW 358 | Employment Law                       | 4.0 |
| BLAW 360 | Intellectual Property and Cyber Law  | 4.0 |
| BLAW 362 | Ethics, the Law, and Decision Making | 4.0 |

## Recommended Plan Of Study

### BS Business Administration 5 YR UG Co-op Concentration /Legal Studies

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
| or                       |   |                |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |   |                |
|--------------------------|---|----------------|
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0            |
|                          | Fine arts elective  | 3.0            |
|                          | Legal Studies (BLAW) courses (See requirements for list)  | 8.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 9</b>            |   | <b>Credits</b> |
|                          | Free elective   | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | Legal Studies (BLAW) courses (See requirements for list)  | 8.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 10</b>           |   | <b>Credits</b> |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                        | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | Free elective   | 3.0            |
|                          | Legal Studies (BLAW) courses (See requirements for list)  | 8.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 11</b>           |   | <b>Credits</b> |
| <a href="#">BUSN 451</a> | Business Consulting                                       | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 451</a> | Management Simulation                                     | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                          | 4.0            |
|                          | Free electives  | 9.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 12</b>           |   | <b>Credits</b> |
|                          | Free electives  | 12.0           |
|                          | <i>Term Credits</i>                                       | <b>12.0</b>    |
|                          | <b>Total Credits (minimum)</b>                            | <b>180.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **Management Information Systems**

The Management Information Systems (MIS) concentration prepares students for many opportunities in the information technology field and business. These include careers as managers of computer service units, or applications staff members supporting computer-using organizations. Aimed at producing graduates who bridge the gap between technical knowledge and business functions, the program focuses on a mix of applied computer systems content, interpersonal interaction, and a practical business orientation.

While administered by the Department of Management, the concentration in management information systems is interdisciplinary in nature. The courses may be taken by students in other colleges and departments who wish to complement other computer-related studies with business-oriented information systems subjects.

Drexel is a particularly exciting place to pursue any computer-oriented major. Drexel made history as the first university in the nation to require every student to have access to a personal computer. Today, Drexel's leadership continues with academic software development and major investments in the information infrastructure. Drexel University is a campus where computers are an integral part of all education, not just computer courses.

# Drexel University

## Catalog 2008/2009

### Management Information Systems

| Required courses (incoming students, 2008/2009) |   | 24.0<br>Credits |
|---|---|-----------------|
| MIS 341   | Microcomputer Technologies for Business | 4.0             |
| MIS 342   | Systems Analysis and Design             | 4.0             |
| MIS 343   | Database Design and Implementation      | 4.0             |
| MIS 344   | Networking Technologies for Business    | 4.0             |
| MIS 345   | Client/Server Computing for Business    | 4.0             |
| MIS 359   | Information Systems Seminar             | 4.0             |



## Recommended Plan Of Study

### BS Business Administration

5 YR UG Co-op Concentration /Management Information Systems

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |   |                |
|--------------------------|---|----------------|
| <a href="#">MIS 341</a>  | Microcomputer Technology for Business                     | 4.0            |
| <a href="#">MIS 342</a>  | Systems Analysis and Design                               | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0            |
|                          | Fine arts elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 9</b>            |   | <b>Credits</b> |
| <a href="#">MIS 343</a>  | Database Design & Implementation                          | 4.0            |
| <a href="#">MIS 344</a>  | Networking Technology for Business                        | 4.0            |
|                          | Free elective   | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 10</b>           |   | <b>Credits</b> |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                        | 4.0            |
| <a href="#">MIS 345</a>  | Client Server Computing for Business                      | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | Free electives  | 7.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 11</b>           |   | <b>Credits</b> |
| <a href="#">BUSN 451</a> | Business Consulting                                       | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 451</a> | Management Simulation                                     | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                          | 4.0            |
|                          | Free electives  | 9.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 12</b>           |   | <b>Credits</b> |
| <a href="#">MIS 359</a>  | Information Systems Project                               | 4.0            |
|                          | Free electives  | 9.0            |
|                          | <i>Term Credits</i>                                       | <b>13.0</b>    |
|                          | <b>Total Credits (minimum)</b>                            | <b>181.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **Marketing**

Marketing is one of the most dynamic areas of business because it focuses on satisfying the ever-changing wants and needs of people. Professional marketers research and identify target audiences, develop products and services, formulate pricing strategies, develop advertising and promotional campaigns, and implement methods of distribution so that customers receive products and services where and when they want them. Perhaps the most basic marketing skill is to be able to see your own organization's activities from the customer's viewpoint.

A concentration in marketing prepares students for the many opportunities that exist in product and brand management, marketing research, advertising, retailing, channel management, logistics and physical distribution, professional personal selling and sales management, purchasing, wholesaling, marketing planning and analysis, public relations, marketing entrepreneurship, and new-product development. In combination with the commerce and engineering curriculum, this concentration prepares students to fill marketing positions that require a technical background.

For more information about the concentration, contact the Department of Marketing.

# Drexel University

## Catalog 2008/2009

### Marketing

| Required courses (incoming students, 2008/2009)       |   | 24.0<br>Credits |
|---|---|-----------------|
| MKTG 380  | Seminar in Marketing Strategy               | 4.0             |
| <b>Students select five of the following courses:</b> |   |                 |
| MKTG 321  | Sales Management                            | 4.0             |
| MKTG 322  | Advertising and Advertising Management      | 4.0             |
| MKTG 324 WI   | Marketing Channels and Distribution Systems | 4.0             |
| MKTG 326  | Marketing Research                          | 4.0             |
| MKTG 344  | Professional Personal Selling               | 4.0             |
| MKTG 347  | New Product Development and Marketing       | 4.0             |
| MKTG 348  | Services Marketing                          | 4.0             |
| MKTG 351  | Marketing for Nonprofit Organizations       | 4.0             |
| MKTG 352  | Sales Promotion                             | 4.0             |
| MKTG 353  | Business-to-Business Marketing              | 4.0             |
| MKTG 355  | Direct Marketing                            | 4.0             |
| MKTG 356  | Consumer Behavior                           | 4.0             |
| MKTG 357 WI   | Global Marketing                            | 4.0             |
| MKTG 358  | Transportation and Logistics                | 4.0             |

Recommended Plan Of Study

**BS Business Administration**  
5 YR UG Co-op Concentration /Marketing

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>14.0</b>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Liberal arts elective                                     | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Introduction to Business Statistics                       | 4.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Fine arts elective  | 3.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>17.0</b>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0            |
|                          | ENGL 200 through ENGL 399                                 | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>15.0</b>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |   |                |
|--------------------------|---|----------------|
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
|                          | Free elective   | 4.0            |
|                          | MKTG Concentration courses (See concentration requirements) | 8.0            |
|                          | <i>Term Credits</i>   | <i>15.0</i>    |
| <b>Term 9</b>            |   | <b>Credits</b> |
|                          | General education elective (See degree requirements page)   | 3.0            |
|                          | Liberal arts elective                                       | 3.0            |
|                          | MKTG Concentration courses (See concentration requirements) | 8.0            |
|                          | <i>Term Credits</i>   | <i>14.0</i>    |
| <b>Term 10</b>           |   | <b>Credits</b> |
| <a href="#">UNIV 101</a> | The Drexel Experience                                       | 1.0            |
|                          | Free electives  | 6.0            |
|                          | Liberal arts elective                                       | 3.0            |
|                          | MKTG Concentration course (See concentration requirements)  | 4.0            |
|                          | <i>Term Credits</i>   | <i>14.0</i>    |
| <b>Term 11</b>           |   | <b>Credits</b> |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                          | 4.0            |
| <a href="#">MKTG 380</a> | Seminar in Marketing Strategy                               | 4.0            |
| <a href="#">BUSN 451</a> | Business Consulting   | 4.0            |
| or                       |   |                |
| <a href="#">STAT 202</a> | Business Statistics II                                      | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 451</a> | Management Simulation                                       | 4.0            |
| or                       |   |                |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                            | 4.0            |
|                          | Free electives  | 6.0            |
|                          | <i>Term Credits</i>   | <i>18.0</i>    |
| <b>Term 12</b>           |   | <b>Credits</b> |
|                          | Free electives  | 12.0           |
|                          | <i>Term Credits</i>   | <i>12.0</i>    |
|                          | <b>Total Credits (minimum)</b>                              | <b>180.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **Production Operations Management**

Production Operations Management stresses a thorough knowledge of the rapidly accumulating analytical techniques in systems analysis, in addition to a full appreciation of all other phases of business.

With the proper choice of electives, this concentration also prepares students for graduate studies in industrial management, industrial engineering, management science, or operations research.

For more information about this concentration, contact the Department of Decision Sciences.

# Drexel University

## Catalog 2008/2009

### Operations Management

| <b>Required courses (incoming students, 2008/2009)</b> |   | <b>24.0<br/>Credits</b> |
|--|---|-------------------------|
| OPM 315  | <b>Management of Service Operations</b>               | 4.0                     |
| OPR 320 WI   | <b>Linear Modeling for Decision Making</b>            | 4.0                     |
| OPM 321  | <b>Planning and Control of Operations</b>             | 4.0                     |
| OPM 325  | <b>Advanced Planning and Control of Operations</b>    | 4.0                     |
| OPM 341  | <b>Supply Chain Management</b>                        | 4.0                     |
| <b>Students select one of the following courses:</b>   |   |                         |
| OPR 330  | <b>Advanced Decision Making and Simulation</b>        | 4.0                     |
| STAT 301   | <b>Statistical Analysis for the Decision Sciences</b> | 4.0                     |
| STAT 325   | <b>Six Sigma Quality Implementation</b>               | 4.0                     |



## Recommended Plan Of Study

### BS Business Administration

5 YR UG Co-op Concentration /Operations Management

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 101</a> | Introduction to Analysis I                                | 4.0            |
| <a href="#">PSY 101</a>  | General Psychology I                                      | 3.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 102</a> | Introduction to Analysis II                               | 4.0            |
| <a href="#">HIST 163</a> | Themes World Civilization III                             | 3.0            |
| or                       |   |                |
| <a href="#">HIST 162</a> | Themes World Civilization II                              | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | Social science course (See degree requirements)           | 3.0            |
|                          | Society and culture course (See degree requirements)      | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">STAT 201</a> | Business Statistics I                                     | 4.0            |
|                          | <i>Term Credits</i>                                       | <i>16.0</i>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">COM 270</a>  | Business Communication                                    | 3.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">PHIL 105</a> | Critical Reasoning  | 3.0            |
| <a href="#">STAT 202</a> | Business Statistics II                                    | 4.0            |
|                          | Applied science course (See degree requirements)          | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>17.0</i>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">OPM 300</a>  | Operations Management                                     | 4.0            |
|                          | English (ENGL) course 200-level or above                  | 3.0            |
|                          | Science elective  | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>14.0</i>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">INTB 200</a> | International Business                                    | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | General education elective (See degree requirements page) | 3.0            |
|                          | <i>Term Credits</i>                                       | <i>15.0</i>    |
| <b>Term 8</b>            |   | <b>Credits</b> |

|                          |  |                |
|--------------------------|--|----------------|
| <a href="#">OPM 321</a>  | Planning and Control of Operations                         | 4.0            |
| <a href="#">OPR 320</a>  | Linear Models for Decision Making                          | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                    | 4.0            |
|                          | Fine arts elective   | 3.0            |
|                          | <i>Term Credits</i>  | <i>15.0</i>    |
| <b>Term 9</b>            |  | <b>Credits</b> |
| <a href="#">OPM 315</a>  | Service Operations Management                              | 4.0            |
| <a href="#">OPM 325</a>  | Advanced Planning and Control of Operations                | 4.0            |
|                          | Free elective  | 4.0            |
|                          | General education elective (See degree requirements page)  | 3.0            |
|                          | <i>Term Credits</i>  | <i>15.0</i>    |
| <b>Term 10</b>           |  | <b>Credits</b> |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                         | 4.0            |
| <a href="#">OPM 341</a>  | Supply Chain Management                                    | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                      | 1.0            |
| <a href="#">OPR 330</a>  | Advanced Decision Making and Simulation                    | 4.0            |
| or                       |  |                |
| <a href="#">STAT 325</a> | Six-Sigma Quality Implementation                           | 4.0            |
| or                       |  |                |
| <a href="#">STAT 301</a> | Applied Statistical Models for Business                    | 4.0            |
|                          | Free elective  | 3.0            |
|                          | <i>Term Credits</i>  | <i>16.0</i>    |
| <b>Term 11</b>           |  | <b>Credits</b> |
|                          | Free electives   | 9.0            |
|                          | General education electives (See degree requirements page) | 6.0            |
|                          | <i>Term Credits</i>  | <i>15.0</i>    |
| <b>Term 12</b>           |  | <b>Credits</b> |
|                          | Free electives   | 12.0           |
|                          | <i>Term Credits</i>  | <i>12.0</i>    |
|                          | <b>Total Credits (minimum)</b>                             | <b>180.0</b>   |

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# Drexel University

## Catalog 2008/2009

### **Business and Engineering**

#### **About the Program**

The Business and Engineering Degree Program contains a broad-based business and engineering curriculum, enabling graduates to work successfully in technically oriented business positions. Students complete a set of broad functional business core courses along with a firm foundation in science, mathematics, and engineering. Students also study more deeply the areas of operations management, entrepreneurship, finance, and marketing, while also studying the functional areas of engineering. Graduates of this program will be well prepared to participate in innovative technological efforts in business.

The Business and Engineering Degree Program gives students the opportunity to learn important concepts in functional business areas such as accounting, economics, finance, information systems, law, marketing, organizational behavior, operations, and statistics.

#### **Mission**

The Business and Engineering Degree Program gives students the opportunity to:

- Learn important concepts in functional business areas such as accounting, economics, finance, information systems, law, marketing, organizational behavior, operations, and statistics.
- Study in more depth the areas of operations, entrepreneurship, finance, management, marketing and other functional business areas.
- Complete a broad education in engineering disciplines after completing a firm foundation in science and mathematics.
- Develop skills in technical communication and critical reasoning.
- Study ethical issues faced by managers and engineers, and understand technology from a historical perspective.
- Apply acquired skills in two co-op work experiences to further enhance their knowledge base.
- Study entrepreneurship from a management and finance perspective for preparation in innovative technological efforts.
- Learn the operational aspects of business operations to improve the functioning of technically oriented businesses.

#### **About the Business Concentrations**

Although students are not required to complete a [business concentration](#) under the revised curriculum, they will have the ability to complete any of the concentrations that are currently offered to students pursuing a Bachelor of Science in Business Administration. Concentrations in General Business, Entrepreneurship, and Operations Management can be completed within the 185.5 credit requirement; other concentrations will require students to take more than 185.5 credits.

For more information about this major, contact the Department of Decision Sciences.

# Drexel University

## Catalog 2008/2009

### Business and Engineering

*Bachelor of Science Degree: 185.0 credits*

Degree requirements (incoming students, 2008/2009)

| <b>General education requirements</b> |                                      | <b>43.0</b> |
|---------------------------------------|--------------------------------------|-------------|
| COM 310                               | Technical Communication              | 3.0         |
| ENGL 101                              | Expository Writing and Reading       | 3.0         |
| ENGL 102                              | Persuasive Writing and Reading       | 3.0         |
| ENGL 103                              | Analytical Writing and Reading       | 3.0         |
| HIST 285                              | Technology in Historical Perspective | 3.0         |
| MATH 121                              | Calculus I                           | 4.0         |
| MATH 122                              | Calculus II                          | 4.0         |
| MATH 123                              | Calculus III                         | 4.0         |
| MATH 200                              | Multivariate Calculus                | 4.0         |
| MATH 201                              | Linear Algebra                       | 4.0         |
| PHIL 105                              | Critical Reasoning                   | 3.0         |
| PHIL 301                              | Business Ethics                      | 3.0         |
| <b>or</b>                             |                                      |             |
| PHIL 315                              | Engineering Ethics                   | 3.0         |
| UNIV 101                              | The Drexel Experience                | 2.0         |

| <b>Science and Computing requirements</b> |                             | <b>24.5</b> |
|---|-----------------------------|-------------|
| CHEM 101                                  | General Chemistry I         | 3.5         |
| CHEM 102                                  | General Chemistry II        | 4.5         |
| CS 121                                    | Computation Lab I           | 1.0         |
| CS 122                                    | Computation Lab II          | 1.0         |
| CS 123                                    | Computation Lab III         | 1.0         |
| PHYS 101                                  | Fundamentals of Physics I   | 4.0         |
| PHYS 102                                  | Fundamentals of Physics II  | 4.0         |
| PHYS 201                                  | Fundamentals of Physics III | 4.0         |

| <b>Business requirements</b> |  | <b>64.0</b> |
|------------------------------|--|-------------|
| BUSN 101                     | Foundations of Business I                      | 4.0         |
| BUSN 102                     | Foundations of Business II                     | 4.0         |
| ACCT 115                     | Financial Accounting Foundations               | 4.0         |
| ACCT 116                     | Managerial Accounting Foundations              | 4.0         |
| BLAW 201                     | Business Law I                                 | 4.0         |
| ECON 201                     | Principles of Microeconomics                   | 4.0         |
| ECON 202                     | Principles of Macroeconomics                   | 4.0         |
| FIN 301                      | Financial Management                           | 4.0         |
| MIS 300                      | Introduction to Management Information Systems | 4.0         |

|             |   |     |
|-------------|---|-----|
| MKTG 301 WI | <b>Introduction to Marketing Management</b> | 4.0 |
| ORGB 300 WI | <b>Organizational Behavior</b>              | 4.0 |
| INTB 200    | <b>International Business</b>               | 4.0 |
| MGMT 260    | <b>Introduction to Entrepreneurship</b>     | 4.0 |
| MGMT 450    | <b>Strategy and Competetitive Advantage</b> | 4.0 |
| MIS 300     | <b>Management Information Systems</b>       | 4.0 |
| STAT 205    | <b>Statistical Inference I</b>              | 4.0 |
| STAT 206    | <b>Statistical Inference II</b>             | 4.0 |

### **Business and Engineering Focus**

#### **Operations Management 12.0**

|            |  |     |
|------------|--|-----|
| OPR 320 WI | <b>Linear Modeling for Decision Making</b> | 4.0 |
| OPM 321    | <b>Planning and Control of Operations</b>  | 4.0 |

#### **One of the following courses:**

|          |   |     |
|----------|---|-----|
| OPR 330  | <b>Advanced Decision Making and Simulation</b>        | 4.0 |
| STAT 301 | <b>Statistical Analysis for the Decision Sciences</b> | 4.0 |
| STAT 325 | <b>Six Sigma Quality Implementation</b>               | 4.0 |

#### **Entrepreneurship 4.0**

#### **One of the following courses:**

|          |  |     |
|----------|--|-----|
| MGMT 363 | <b>Directed Study in Entrepreneurship</b>  | 4.0 |
| MGMT 364 | <b>Technology Management</b>               | 4.0 |
| MGMT 365 | <b>Business Planning for Entrepreneurs</b> | 4.0 |

#### **Finance 4.0**

#### **One of the following courses:**

|         |                                       |     |
|---------|---------------------------------------|-----|
| FIN 302 | <b>Intermediate Corporate Finance</b> | 4.0 |
| FIN 335 | <b>Entrepreneurial Finance</b>        | 4.0 |

#### **Marketing 4.0**

#### **One of the following courses:**

|          |  |     |
|----------|--|-----|
| MKTG 326 | <b>Marketing Research</b>                    | 4.0 |
| MKTG 347 | <b>New Product Development and Marketing</b> | 4.0 |

#### **Business electives 12.0**

Three courses selected from one or more [Business Concentrations](#).

#### **Engineering requirements 19.0**

|          |                                  |     |
|----------|----------------------------------|-----|
| ENGR 220 | <b>Fundamentals of Materials</b> | 4.0 |
|----------|----------------------------------|-----|

#### **Engineering Elective A**

#### **Three of the following courses:**

|          |   |     |
|----------|---|-----|
| CHE 201  | <b>Process Material Balances</b>                        | 3.0 |
| ECE 200  | <b>Digital Logic Design</b>                             | 3.0 |
| MATE 221 | <b>Introduction to Mechanical Behavior of Materials</b> | 3.0 |

|          |   |     |
|----------|---|-----|
| MEM 202  | <b>Engineering Mechanics: Statics</b>             | 3.0 |
| CAEE 201 | <b>Introduction to Infrastructure Engineering</b> | 3.0 |
| BMES 321 | <b>Engineering Principles of Living Systems I</b> | 4.0 |

#### **Engineering Elective B**

##### **One of the following courses:**

|          |   |     |
|----------|---|-----|
| CHE 202  | <b>Process Energy Balances</b>  | 3.0 |
| ECE 201  | <b>Foundations of Electric Circuits</b>                               | 3.0 |
| MEM 201  | <b>Fundamentals of Computer Aided Design</b>                          | 3.0 |
| CAEE 210 | <b>Measurements in Civil, Arch. &amp; Environmental Engineering 1</b> | 3.0 |
| BMES 322 | <b>Engineering Principles of Living Systems I</b>                     | 4.0 |

##### **One Additional Engineering Elective**

One elective in one of the above engineering disciplines.

#### *Writing-Intensive Course Requirements*

In order to graduate, all students beginning with the entering class of 2002/01 (fall, 2002) must pass three writing-intensive courses after their freshman year. Two writing-intensive courses must be in a student's major. The third can be in any discipline. Students are advised to take one writing-intensive class each year, beginning with the sophomore year, and to avoid "clustering" these courses near the end of their matriculation. Transfer students need to meet with an academic advisor to review the number of writing-intensive courses required to graduate.

A "WI" next to a course in this catalog indicates that this course can fulfill a writing-intensive requirement. Departments will designate specific sections of such courses as writing-intensive. Sections of writing-intensive courses are not indicated in this catalog. Students should check the section comments in Banner when registering. Students scheduling their courses in Banner can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term. For more information on writing-intensive courses, see the Drexel University Writing Program's Writing-Intensive Course page.

**BS Business and Engineering**  
5 YR UG Co-op Concentration

**Recommended Plan Of Study**

|                          |   |                |
|--------------------------|---|----------------|
| <b>Term 1</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 101</a> | Foundations of Business I                                 | 4.0            |
| <a href="#">CS 121</a>   | Computation Lab I   | 1.0            |
| <a href="#">ECON 201</a> | Principles of Microeconomics                              | 4.0            |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                            | 3.0            |
| <a href="#">MATH 121</a> | Calculus I  | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience                                     | 1.0            |
|                          | <i>Term Credits</i>                                       | <b>17.0</b>    |
| <b>Term 2</b>            |   | <b>Credits</b> |
| <a href="#">BUSN 102</a> | Foundations of Business II                                | 4.0            |
| <a href="#">CHEM 101</a> | General Chemistry I                                       | 3.5            |
| <a href="#">CS 122</a>   | Computation Lab II  | 1.0            |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                            | 3.0            |
| <a href="#">MATH 122</a> | Calculus II   | 4.0            |
| <a href="#">PHYS 101</a> | Fundamentals of Physics I                                 | 4.0            |
|                          | <i>Term Credits</i>                                       | <b>19.5</b>    |
| <b>Term 3</b>            |   | <b>Credits</b> |
| <a href="#">CHEM 102</a> | General Chemistry II                                      | 4.5            |
| <a href="#">CS 123</a>   | Computation Lab III                                       | 1.0            |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                            | 3.0            |
| <a href="#">MATH 200</a> | Multivariate Calculus                                     | 4.0            |
| <a href="#">PHYS 102</a> | Fundamentals of Physics II                                | 4.0            |
|                          | <i>Term Credits</i>                                       | <b>16.5</b>    |
| <b>Term 4</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 115</a> | Financial Accounting Foundations                          | 4.0            |
| <a href="#">MATH 123</a> | Calculus III  | 4.0            |
| <a href="#">PHYS 201</a> | Fundamentals of Physics III                               | 4.0            |
| <a href="#">STAT 205</a> | Statistical Inference I                                   | 4.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 5</b>            |   | <b>Credits</b> |
| <a href="#">ACCT 116</a> | Managerial Accounting Foundations                         | 4.0            |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                              | 4.0            |
| <a href="#">MATH 201</a> | Linear Algebra  | 4.0            |
| <a href="#">STAT 206</a> | Statistical Inference II                                  | 4.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 6</b>            |   | <b>Credits</b> |
| <a href="#">BLAW 201</a> | Business Law I  | 4.0            |
| <a href="#">ENGR 220</a> | Fundamentals of Materials                                 | 4.0            |
| <a href="#">FIN 301</a>  | Introduction to Finance                                   | 4.0            |
| <a href="#">MIS 300</a>  | Management Information Systems                            | 4.0            |
|                          | <i>Term Credits</i>                                       | <b>16.0</b>    |
| <b>Term 7</b>            |   | <b>Credits</b> |
| <a href="#">COM 310</a>  | Technical Communication                                   | 3.0            |
| <a href="#">MKTG 301</a> | Introduction to Marketing Management                      | 4.0            |
| <a href="#">ORGB 300</a> | Organizational Behavior                                   | 4.0            |
|                          | Engineering elective A (See degree requirements for list) | 3.0            |
|                          | <i>Term Credits</i>                                       | <b>14.0</b>    |

|                          |  |                |
|--------------------------|--|----------------|
| <b>Term 8</b>            |  | <b>Credits</b> |
| <a href="#">HIST 285</a> | Technology in Historical Perspective                           | 3.0            |
| <a href="#">MGMT 260</a> | Introduction to Entrepreneurship                               | 4.0            |
| <a href="#">OPR 320</a>  | Linear Models for Decision Making                              | 4.0            |
|                          | Engineering elective A (See degree requirements for list)      | 3.0            |
|                          | <i>Term Credits</i>  | <b>14.0</b>    |
| <b>Term 9</b>            |  | <b>Credits</b> |
| <a href="#">INTB 200</a> | International Business   | 4.0            |
| <a href="#">OPM 321</a>  | Planning and Control of Operations                             | 4.0            |
| <a href="#">UNIV 101</a> | The Drexel Experience  | 1.0            |
|                          | Engineering elective A (See degree requirements for list)      | 3.0            |
|                          | Engineering elective A or B (See degree requirements for list) | 3.0            |
|                          | <i>Term Credits</i>  | <b>15.0</b>    |
| <b>Term 10</b>           |  | <b>Credits</b> |
| <a href="#">PHIL 105</a> | Critical Reasoning   | 3.0            |
| <a href="#">MGMT 363</a> | Directed Study in Entrepreneurship                             | 4.0            |
| or                       |  |                |
| <a href="#">MGMT 364</a> | Technology Management  | 4.0            |
| or                       |  |                |
| <a href="#">MGMT 365</a> | Business Plan for Entrepreneurs                                | 4.0            |
| <a href="#">OPR 330</a>  | Advanced Decision Making and Simulation                        | 4.0            |
| or                       |  |                |
| <a href="#">STAT 301</a> | Applied Statistical Models for Business                        | 4.0            |
| or                       |  |                |
| <a href="#">STAT 325</a> | Six-Sigma Quality Implementation                               | 4.0            |
|                          | Engineering elective B (See degree requirements for list)      | 3.0            |
|                          | <i>Term Credits</i>  | <b>14.0</b>    |
| <b>Term 11</b>           |  | <b>Credits</b> |
| <a href="#">PHIL 301</a> | Business Ethics  | 3.0            |
| or                       |  |                |
| <a href="#">PHIL 315</a> | Engineering Ethics   | 3.0            |
| <a href="#">FIN 302</a>  | Intermediate Corporate Finance                                 | 4.0            |
| or                       |  |                |
| <a href="#">FIN 335</a>  | Entrepreneurial Finance  | 4.0            |
| <a href="#">MKTG 326</a> | Marketing Research   | 4.0            |
| or                       |  |                |
| <a href="#">MKTG 347</a> | New Product Development  | 4.0            |
|                          | Business elective  | 4.0            |
|                          | <i>Term Credits</i>  | <b>15.0</b>    |
| <b>Term 12</b>           |  | <b>Credits</b> |
| <a href="#">MGMT 450</a> | Strategy and Competitive Advantage                             | 4.0            |
|                          | Business electives   | 8.0            |
|                          | <i>Term Credits</i>  | <b>12.0</b>    |
|                          | <b>Total Credits (minimum)</b>                                 | <b>185.0</b>   |



# Drexel University

## Catalog 2008/2009

### **Economics**

The economics major is designed to provide students with an understanding of the market system, as well as economic institutions, policies and development. In addition to this deep coverage of economics, the major includes liberal arts and sciences requirements.

The program is flexible, allowing the student to customize the curriculum and choose areas of emphasis ranging from political economy to mathematical economics, as well as to select a coordinating field from other majors and minors at Drexel.

Four-year and five-year co-op programs, as well as a four-year non-co-op option, are available for the economics major. The course content of the non-co-op curriculum is the same as that of the co-op program

For more information about this major, contact the Department of Economics and International Business.

# Drexel University

## Catalog 2008/2009

### Economics

*Bachelor of Science Degree: 187.0 credits*

Degree requirements (incoming students, 2008/2009)

#### General education requirements

|            |  |          |
|------------|--|----------|
| ANTH 101   | <b>Cultural Diversity: Introduction to Cultural Anthropology</b>     | 3.0      |
| COM 270 WI | <b>Business Communication</b>  | 3.0      |
| or         |  |          |
| COM 310 WI | <b>Technical Communication</b>                                       | 3.0      |
| ENGL 101   | <b>Expository Writing and Reading</b>                                | 3.0      |
| ENGL 102   | <b>Persuasive Writing and Reading</b>                                | 3.0      |
| ENGL 103   | <b>Analytical Writing and Reading</b>                                | 3.0      |
| MATH 101   | <b>Introduction to Math Analysis I</b>                               | 4.0      |
| and        |  |          |
| MATH 102   | <b>Introduction to Math Analysis II</b>                              | 4.0      |
| or         |  |          |
| MATH 121   | <b>Calculus I (recommended)</b>                                      | 4.0      |
| and        |  |          |
| MATH 122   | <b>Calculus II (recommended)</b>                                     | 4.0      |
| PSY 101    | <b>General Psychology</b>  | 3.0      |
| SOC 101    | <b>Introduction to Sociology</b>                                     | 3.0      |
| UNIV 101   | <b>The Drexel Experience</b>   | 4.0      |
|            | <b>Fine arts elective</b>  | 3.0      |
|            | <b>Three laboratory science electives</b>                            | 9.0-12.0 |
|            | <b>Two English literature electives: (ENGL 200 through ENGL 300)</b> | 6.0      |
|            | <b>Two history electives</b>   | 6.0-8.0  |
|            | <b>Two philosophy electives</b>                                      | 6.0      |

#### One of the following courses **3.0**

|        |                                  |  |
|--------|----------------------------------|--|
| CS 161 | <b>Introduction to Computing</b> |  |
| CS 170 | <b>Computer Programming</b>      |  |
| CS 171 | <b>Computer Programming I</b>    |  |

#### Professional requirements

|             |  |     |
|-------------|--|-----|
| ECON 201    | <b>Principles of Microeconomics</b>    | 4.0 |
| ECON 202    | <b>Principles of Macroeconomics</b>    | 4.0 |
| ECON 301    | <b>Microeconomics</b>                  | 4.0 |
| ECON 321    | <b>Macroeconomics</b>                  | 4.0 |
| ECON 322 WI | <b>Economics Seminar</b>               | 4.0 |
| ECON 350 WI | <b>Applied Econometrics</b>            | 4.0 |
| INTB 334    | <b>International Trade</b>             | 4.0 |
| INTB 336    | <b>International Money and Finance</b> | 4.0 |
| MATH 311    | <b>Probability and Statistics I</b>    | 4.0 |
| and         |  |     |

|           |                                      |     |
|-----------|--------------------------------------|-----|
| MATH 312  | <b>Probability and Statistics II</b> | 4.0 |
| <b>or</b> |                                      |     |
| STAT 201  | <b>Business Statistics I</b>         | 4.0 |
| and       |                                      |     |
| STAT 202  | <b>Business Statistics II</b>        | 4.0 |

| <b>Professional Electives (at least 20 credits from the following courses)</b> |   | <b>20.0 Credits</b> |
|--|---|---------------------|
| ECON 326   | <b>History of Economic Ideas</b>            | 4.0                 |
| ECON 330   | <b>Managerial Economics</b>                 | 4.0                 |
| ECON 338   | <b>Industrial Organization</b>              | 4.0                 |
| ECON 342   | <b>Economic Development</b>                 | 4.0                 |
| ECON 344   | <b>Comparative Economic Systems</b>         | 4.0                 |
| ECON 348   | <b>Mathematical Economics</b>               | 4.0                 |
| ECON 351   | <b>Resource and Environmental Economics</b> | 4.0                 |
| ENVS 370   | <b>Environmental Economics</b>              | 4.0                 |
| INTB 332 WI  | <b>Multinational Corporations</b>           | 4.0                 |
| FIN 301  | <b>Financial Management</b>                 | 4.0                 |
| FIN 325  | <b>Financial Institutions and Markets</b>   | 4.0                 |
| SOC 240  | <b>Urban Sociology</b>                      | 3.0                 |
| SOC 260 WI   | <b>Classical Social Theory</b>              | 3.0                 |

#### **Additional Electives**

**Additional electives as required to satisfy a coordinating field (a second major or minor) and to meet the minimum requirement of 187.0 credits for the Bachelor of Science Degree.**

#### *Writing-Intensive Course Requirements*

In order to graduate, all students beginning with the entering class of 2002/01 (fall, 2002) must pass three writing-intensive courses after their freshman year. Two writing-intensive courses must be in a student's major. The third can be in any discipline. Students are advised to take one writing-intensive class each year, beginning with the sophomore year, and to avoid "clustering" these courses near the end of their matriculation. Transfer students need to meet with an academic advisor to review the number of writing-intensive courses required to graduate.

A "WI" next to a course in this catalog indicates that this course can fulfill a writing-intensive requirement. Departments will designate specific sections of such courses as writing-intensive. Sections of writing-intensive courses are not indicated in this catalog. Students should check the section comments in Banner when registering. Students scheduling their courses in Banner can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term. For more information on writing-intensive courses, see the Drexel University Writing Program's Writing-Intensive Course page.

**BS Economics**  
5 YR UG Co-op Concentration

**Recommended Plan Of Study**

|                          |   |                  |
|--------------------------|---|------------------|
| <b>Term 1</b>            |   | <b>Credits</b>   |
| <a href="#">CS 161</a>   | Introduction to Computing                                   | 3.0              |
| <a href="#">ECON 201</a> | Principles of Microeconomics                                | 4.0              |
| <a href="#">ENGL 101</a> | Expository Writing and Reading                              | 3.0              |
| <a href="#">MATH 121</a> | Calculus I  | 4.0              |
| <a href="#">UNIV 101</a> | The Drexel Experience                                       | 1.0              |
|                          | <b>Term Credits</b>   | <b>15.0</b>      |
| <b>Term 2</b>            |   | <b>Credits</b>   |
| <a href="#">ECON 202</a> | Principles of Macroeconomics                                | 4.0              |
| <a href="#">ENGL 102</a> | Persuasive Writing and Reading                              | 3.0              |
| <a href="#">MATH 122</a> | Calculus II   | 4.0              |
| <a href="#">PSY 101</a>  | General Psychology I  | 3.0              |
| <a href="#">UNIV 101</a> | The Drexel Experience                                       | 1.0              |
|                          | <b>Term Credits</b>   | <b>15.0</b>      |
| <b>Term 3</b>            |   | <b>Credits</b>   |
| <a href="#">ENGL 103</a> | Analytical Writing and Reading                              | 3.0              |
| <a href="#">MATH 311</a> | Probability and Statistics I                                | 4.0              |
| <a href="#">SOC 101</a>  | Introduction to Sociology                                   | 3.0              |
|                          | Fine arts elective  | 3.0              |
|                          | History elective  | 3.0              |
|                          | <b>Term Credits</b>   | <b>16.0</b>      |
| <b>Term 4</b>            |   | <b>Credits</b>   |
| <a href="#">ANTH 101</a> | Introduction to Cultural Diversity                          | 3.0              |
| <a href="#">MATH 312</a> | Probability and Statistics II                               | 4.0              |
| <a href="#">COM 310</a>  | Technical Communication                                     | 3.0              |
| or                       |   |                  |
| <a href="#">COM 270</a>  | Business Communication                                      | 3.0              |
|                          | History elective  | 3.0              |
|                          | Philosophy (PHIL) elective                                  | 3.0              |
|                          | <b>Term Credits</b>   | <b>16.0</b>      |
| <b>Term 5</b>            |   | <b>Credits</b>   |
| <a href="#">BIO 151</a>  | Applied Biology   | 3.0              |
|                          | Coordinate field (major or minor) requirements or electives | 9.0-12.0         |
|                          | English (ENGL) course 200-level or above                    | 3.0              |
|                          | Philosophy (PHIL) elective                                  | 3.0              |
|                          | <b>Term Credits</b>   | <b>18.0-21.0</b> |
| <b>Term 6</b>            |   | <b>Credits</b>   |
| <a href="#">CHEM 151</a> | Applied Chemistry   | 3.0              |
|                          | Coordinate field (major or minor) requirements or electives | 9.0-12.0         |
|                          | English (ENGL) course 200-level or above                    | 3.0              |
|                          | <b>Term Credits</b>   | <b>15.0-18.0</b> |
| <b>Term 7</b>            |   | <b>Credits</b>   |
| <a href="#">INTB 334</a> | International Trade   | 4.0              |
| <a href="#">PHYS 151</a> | Applied Physics   | 3.0              |
|                          | Coordinate field (major or minor) requirements or electives | 9.0-12.0         |
|                          | <b>Term Credits</b>   | <b>16.0-19.0</b> |
| <b>Term 8</b>            |   | <b>Credits</b>   |
| <a href="#">INTB 336</a> | International Money and Finance                             | 4.0              |

|                          |   |                    |
|--------------------------|---|--------------------|
|                          | Coordinate field (major or minor) requirements or electives | 9.0-12.0           |
|                          | Economics B.S. elective (See degree requirements for list)  | 4.0                |
|                          | <i>Term Credits</i>   | <i>17.0-20.0</i>   |
| <b>Term 9</b>            |   | <b>Credits</b>     |
| <a href="#">ECON 301</a> | Microeconomics  | 4.0                |
|                          | Coordinate field (major or minor) requirements or electives | 9.0-12.0           |
|                          | Economics B.S. elective (See degree requirements for list)  | 4.0                |
|                          | <i>Term Credits</i>   | <i>17.0-20.0</i>   |
| <b>Term 10</b>           |   | <b>Credits</b>     |
| <a href="#">ECON 321</a> | Macroeconomics  | 4.0                |
|                          | Coordinate field (major or minor) requirements or electives | 6.0                |
|                          | Economics B.S. elective (See degree requirements for list)  | 4.0                |
|                          | <i>Term Credits</i>   | <i>14.0</i>        |
| <b>Term 11</b>           |   | <b>Credits</b>     |
| <a href="#">ECON 350</a> | Applied Econometrics  | 4.0                |
|                          | Coordinate field (major or minor) requirements or electives | 6.0                |
|                          | Economics B.S. elective (See degree requirements for list)  | 4.0                |
|                          | <i>Term Credits</i>   | <i>14.0</i>        |
| <b>Term 12</b>           |   | <b>Credits</b>     |
| <a href="#">ECON 322</a> | Economics Seminar   | 4.0                |
|                          | Coordinate field (major or minor) requirements or electives | 6.0                |
|                          | Economics B.S. elective (See degree requirements for list)  | 4.0                |
|                          | <i>Term Credits</i>   | <i>14.0</i>        |
|                          | <b>Total Credits (minimum)</b>                              | <b>187.0-202.0</b> |

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# Drexel University

## Catalog 2008/2009

### Minor in Accounting

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Required courses                                      |  | <b>24.0<br/>Credits</b> |
|---|--|-------------------------|
| ACCT 115  | <b>Financial Accounting Foundations</b>  | 4.0                     |
| ACCT 116  | <b>Managerial Accounting Foundations</b> | 4.0                     |
| <b>Students select four of the following courses:</b> |  |                         |
| ACCT 321  | <b>Financial Reporting I</b>             | 4.0                     |
| ACCT 322  | <b>Financial Reporting II</b>            | 4.0                     |
| ACCT 323  | <b>Financial Reporting III</b>           | 4.0                     |
| ACCT 331  | <b>Cost Accounting</b>                   | 4.0                     |
| ACCT 336  | <b>International Accounting</b>          | 4.0                     |
| ACCT 341  | <b>Principles of Auditing</b>            | 4.0                     |
| ACCT 355  | <b>Forensic Accounting</b>               | 4.0                     |
| ACCT 352  | <b>Accounting Information Systems</b>    | 4.0                     |
| TAX 341   | <b>Individual Income Taxes</b>           | 4.0                     |



# Drexel University

## Catalog 2008/2009

### Minor in Business

The minor in business administration is designed to provide some flexibility while at the same time assuring exposure to a number of critical business functional areas.

Matriculated non-business students who have completed at least 30 credit hours and have a cumulative GPA of 2.0 may apply for an academic minor.

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Requirements   |   | 24.0<br>Credits |
|--|---|-----------------|
| <b>Students select six of the following courses:</b> |   |                 |
| ACCT 115   | <b>Financial Accounting Foundations</b> | 4.0             |
| BLAW 201   | <b>Business Law I</b>                   | 4.0             |
| <b>or</b>  |   |                 |
| BLAW 321   | <b>Law of Business Organizations</b>    | 4.0             |
| ECON 201   | <b>Principles of Microeconomics</b>     | 4.0             |
| ECON 202   | <b>Principles of Macroeconomics</b>     | 4.0             |



|             |   |     |
|-------------|---|-----|
| FIN 301     | <b>Introduction to Finance</b>              | 4.0 |
| MIS 300     | <b>Management Information Systems</b>       | 4.0 |
| MKTG 301 WI | <b>Introduction to Marketing Management</b> | 4.0 |
| ORGB 300 WI | <b>Organizational Behavior</b>              | 4.0 |
| OPM 300 WI  | <b>Operations Management</b>                | 4.0 |
| STAT 201    | <b>Statistics I</b>                         | 4.0 |
| STAT 202    | <b>Statistics II</b>                        | 4.0 |

# Drexel University

## Catalog 2008/2009

### Minor in Economics

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Required courses |                                     | 24.0<br>Credits |
|------------------|-------------------------------------|-----------------|
| ECON 201         | <b>Principles of Microeconomics</b> | 4.0             |
| ECON 202         | <b>Principles of Macroeconomics</b> | 4.0             |
| ECON 301         | <b>Microeconomics</b>               | 4.0             |
| ECON 321         | <b>Macroeconomics</b>               | 4.0             |
| ECON 322 WI      | <b>Economics Seminar</b>            | 4.0             |

#### Plus one of the following courses:

|             |                                       |     |
|-------------|---------------------------------------|-----|
| ECON 334    | <b>Introduction to Public Finance</b> | 4.0 |
| ECON 336    | <b>Labor Economics</b>                | 4.0 |
| ECON 338    | <b>Industrial Organization</b>        | 4.0 |
| ECON 342    | <b>Economic Development</b>           | 4.0 |
| ECON 348    | <b>Mathematical Economics</b>         | 4.0 |
| ECON 350 WI | <b>Applied Econometrics</b>           | 4.0 |

|             |   |     |
|-------------|---|-----|
| ECON 351    | <b>Resources and Environmental Economics</b>                          | 4.0 |
| INTB 332 WI | <b>Multinational Corporations</b>                                     | 4.0 |
| INTB 334    | <b>International Trade</b>  | 4.0 |
| INTB 336    | <b>International Money and Finance</b>                                | 4.0 |
| INTB 338 WI | <b>Regional Studies in International Business and Economic Policy</b> | 4.0 |

# Drexel University

## Catalog 2008/2009

### Minor in Entrepreneurship

The minor in Entrepreneurship is designed for students from a range of backgrounds who are interested in starting their own ventures, working for start-up companies, or pursuing traditional jobs with large corporations and consulting firms that may involve launching new business units, joint ventures, and creating strategic alliances.

The curriculum draws upon Drexel University's tradition of technological excellence and the offerings of the Baiada Center for Technology Entrepreneurship. Coupled with the student co-op experience, the program provides a distinctive curriculum that may encompass real entrepreneurial issues.

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the "old curriculum") required by a student's major may be counted towards this minor.
- A grade of "C" (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Required courses |  | 24.0<br>Credits |
|------------------|--|-----------------|
| ACCT 120         | Accounting Essentials for New Ventures | 4.0             |
| MGMT 260         | Introduction to Entrepreneurship       | 4.0             |
| MGMT 364         | Technology Management                  | 4.0             |

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|          |  |     |
|----------|--|-----|
| MGMT 365 | <b>Business Planning for Entrepreneurs</b> | 4.0 |
|----------|--|-----|

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**Students select two of the following (or 8 credits of courses from a different college/school with approval from the Department of Management).**

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|             |  |     |
|-------------|--|-----|
| BLAW 346    | <b>Entrepreneurial Law</b>                 | 4.0 |
| FIN 301     | <b>Introduction to Finance</b>             | 4.0 |
| FIN 335     | <b>Entrepreneurial Finance</b>             | 4.0 |
| MKTG 347    | <b>New Product Development</b>             | 4.0 |
| MGMT 363    | <b>Directed Study in Entrepreneurship*</b> | 4.0 |
| ORGB 300 WI | <b>Organizational Behavior</b>             | 4.0 |

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\*MGMT 363 (for seniors only, with permission from the Head of the Department of Management.)

# Drexel University

## Catalog 2008/2009

### Minor in Finance

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| <b>Required courses</b> |  | <b>24.0 Credits</b> |
|-------------------------|--|---------------------|
| ACCT 115                | <b>Financial Accounting Foundations</b>        | 4.0                 |
| ACCT 116                | <b>Managerial Accounting Foundations</b>       | 4.0                 |
| FIN 301                 | <b>Introduction to Finance</b>                 | 4.0                 |
| FIN 302                 | <b>Intermediate Corporate Finance</b>          | 4.0                 |
| FIN 321                 | <b>Investment Securities and their Markets</b> | 4.0                 |
| FIN 325                 | <b>Financial Institutions and Markets</b>      | 4.0                 |

# Drexel University

## Catalog 2008/2009

### Minor in International Economics

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Required courses  |   | 24.0<br>Credits |
|---|---|-----------------|
| ECON 201  | <b>Principles of Microeconomics</b>                                   | 4.0             |
| ECON 202  | <b>Principles of Macroeconomics</b>                                   | 4.0             |
| INTB 200  | <b>International Business</b>   | 4.0             |
| INTB 334  | <b>International Trade</b>  | 4.0             |
| or  |   |                 |
| INTB 336  | <b>International Money and Finance</b>                                | 4.0             |
| <b>Students select at least one of the following courses:</b> |   |                 |
| INTB 332 WI   | <b>Multinational Corporations</b>                                     | 4.0             |
| INTB 334  | <b>International Trade</b>  | 4.0             |
| INTB 336  | <b>International Money and Finance</b>                                | 4.0             |
| INTB 338 WI   | <b>Regional Studies in International Business and Economic Policy</b> | 4.0             |
| ECON 342  | <b>Economic Development</b>   | 4.0             |

**Other options:**

|             |   |     |
|-------------|---|-----|
| ECON 301    | <b>Microeconomics</b>                           | 4.0 |
| ECON 321    | <b>Macroeconomics</b>                           | 4.0 |
| ECON 322 WI | <b>Economics Seminar</b>                        | 4.0 |
| ECON 336    | <b>Labor Economics</b>                          | 4.0 |
| ECON 338    | <b>Industrial Organization</b>                  | 4.0 |
| ECON 348    | <b>Mathematical Economics</b>                   | 4.0 |
| ECON 350 WI | <b>Applied Econometrics</b>                     | 4.0 |
| ECON 351    | <b>Resources and Environmental Economics</b>    | 4.0 |
| ACCT 336    | <b>Introduction to International Accounting</b> | 4.0 |
| BLAW 340    | <b>International Business Law</b>               | 4.0 |
| FIN 346     | <b>Global Financial Management</b>              | 4.0 |
| MKTG 357 WI | <b>Global Marketing</b>                         | 4.0 |
| MGMT 452    | <b>Global Management Strategy and Practices</b> | 4.0 |



# Drexel University

## Catalog 2008/2009

### Minor in Legal Studies

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Requirements  |  | <b>24.0<br/>Credits</b> |
|---|--|-------------------------|
| BLAW 201  | <b>Business Law I</b>                    | 4.0                     |
| <b>Students select five of the following courses:</b> |  |                         |
| BLAW 202  | <b>Business Law II</b>                   | 4.0                     |
| BLAW 321  | <b>Law of Business Organizations</b>     | 4.0                     |
| BLAW 330  | <b>Real Estate</b>                       | 4.0                     |
| BLAW 334  | <b>Labor Law</b>                         | 4.0                     |
| BLAW 338  | <b>Government Regulation of Business</b> | 4.0                     |
| BLAW 340  | <b>International Business Law</b>        | 4.0                     |
| BLAW 342  | <b>Criminal Law</b>                      | 4.0                     |
| BLAW 346  | <b>Entrepreneur Law</b>                  | 4.0                     |
| BLAW 348  | <b>White Collar Crime</b>                | 4.0                     |
| BLAW 356  | <b>Corporate Governance</b>              | 4.0                     |

|          |  |     |
|----------|--|-----|
| BLAW 358 | <b>Employment Law</b>                      | 4.0 |
| BLAW 360 | <b>Intellectual Property and Cyber Law</b> | 4.0 |

### Minor in Management Information Systems

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Required courses                                      |   | <b>24.0<br/>Credits</b> |
|---|---|-------------------------|
| MIS 300   | <b>Introduction to Management Information Systems</b> | 4.0                     |
| <b>Students select five of the following courses:</b> |   |                         |
| MIS 341   | <b>Microcomputer Technologies for Business</b>        | 4.0                     |
| MIS 342   | <b>Systems Analysis and Design</b>                    | 4.0                     |
| MIS 343   | <b>Database Design and Implementation</b>             | 4.0                     |
| MIS 344   | <b>Networking Technologies for Business</b>           | 4.0                     |
| MIS 345   | <b>Client/Server Computing for Business</b>           | 4.0                     |
| MIS 359   | <b>Information Systems Seminar</b>                    | 4.0                     |

# Drexel University

## Catalog 2008/2009

### Minor in Marketing

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Requirements  |  | <b>24.0<br/>Credits</b> |
|---|--|-------------------------|
| MKTG 301  | <b>Introduction to Marketing Management</b>        | 4.0                     |
| MKTG 380  | <b>Seminar in Marketing Strategy</b>               | 4.0                     |
| <b>Students select four of the following courses:</b> |  |                         |
| MKTG 321  | <b>Sales Management</b>                            | 4.0                     |
| MKTG 322  | <b>Advertising and Advertising Management</b>      | 4.0                     |
| MKTG 324 WI   | <b>Marketing Channels and Distribution Systems</b> | 4.0                     |
| MKTG 326  | <b>Marketing Research</b>                          | 4.0                     |
| MKTG 344  | <b>Professional Personal Selling</b>               | 4.0                     |
| MKTG 347  | <b>New Product Development and Marketing</b>       | 4.0                     |
| MKTG 348  | <b>Services Marketing</b>                          | 4.0                     |
| MKTG 351  | <b>Marketing for Nonprofit Organizations</b>       | 4.0                     |
| MKTG 352  | <b>Sales Promotion</b>                             | 4.0                     |

|             |                                       |     |
|-------------|---------------------------------------|-----|
| MKTG 353    | <b>Business-to-Business Marketing</b> | 4.0 |
| MKTG 355    | <b>Direct Marketing</b>               | 4.0 |
| MKTG 356    | <b>Consumer Behavior</b>              | 4.0 |
| MKTG 357 WI | <b>Global Marketing</b>               | 4.0 |
| MKTG 358    | <b>Transportation and Logistics</b>   | 4.0 |

# Drexel University

## Catalog 2008/2009

### Minor in Operations Management

#### Requirements

- A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete this minor.
- No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) required by a student’s major may be counted towards this minor.
- A grade of “C” (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculated at Drexel.
- Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the minor requirements. All other students in the process of completing a degree granting program from other colleges/schools within Drexel University must enroll in the 500 sections of the courses they choose that meet the minor requirements.
- Students should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites
- Business Administration (BSBA) and Business & Engineering (BSCAE) majors may **not** minor in Accounting, Business, Economics, Entrepreneurship, Finance, International Economics, Legal Studies, Management Information Systems, Marketing and/or Operations Management. BSBA and BSCAE majors interested in these areas should consult with their Academic Advisor.

#### Plan of Study

All prospective students should meet with an advisor from the College as soon as possible. Call 215-895-2110 to set up an appointment.

| Required courses                                     |   | <b>24.0<br/>Credits</b> |
|--|---|-------------------------|
| BUSN 111   | <b>Overview of the Business Enterprise</b>            | 4.0                     |
| OPM 300 WI   | <b>Operations Management</b>                          | 4.0                     |
| OPR 320 WI   | <b>Linear Modeling for Decision Making</b>            | 4.0                     |
| STAT 201   | <b>Business Statistics I</b>                          | 4.0                     |
| <b>Students select two of the following courses:</b> |   |                         |
| OPM 315  | <b>Management of Service Operations</b>               | 4.0                     |
| OPM 321  | <b>Planning and Control of Operations</b>             | 4.0                     |
| OPM 325  | <b>Advanced Planning and Control of Operations</b>    | 4.0                     |
| STAT 301   | <b>Statistical Analysis for the Decision Sciences</b> | 4.0                     |
| STAT 325   | <b>Six Sigma Quality Implementation</b>               | 4.0                     |

# Drexel University

## Catalog 2008/2009

### **Certificate of Social Responsibility in Business**

*15.0 credits*

Through course work, civic engagement and related coop experience, the Certificate in Social Responsibility in Business provides a well-rounded look at corporate social responsibility, giving students a unique perspective on ethical leadership in the business community. The certificate program encourages students to seek coop experience and positions after graduation with firms committed to acting with social responsibility.

#### **Program Requirements**

In conjunction with the Center for Civic Engagement, students initiate and complete a socially focused winter break or spring break project during any one term/break. The scope of the project entails civic responsibility and focuses on business applications. An example would be to assist in the preparation of income tax forms for under privileged Philadelphia residents. This project is in addition to requirements of the University 101 course.

Student will use their My LIFE e-portfolios to retain reflections and relevant writings from each of the required courses.

Coordinated with the Center for Civic Engagement, students will complete a minimum of sixty hours (60) of civic engagement while a student at Drexel University.

Students are required to earn a minimum of "C" in the following required courses, and a "B" average over all the courses.

#### **Required Courses\***

|          |  |     |
|----------|--|-----|
| ANTH 101 | <b>Cultural Diversity: Introduction to Cultural Anthropology</b> | 3.0 |
| BUSN 103 | <b>Social Responsibility in Business</b>                         | 2.0 |
| SOC 115  | <b>Social Problems</b>   | 3.0 |
| SOC 210  | <b>Race and Ethnic Relations</b>                                 | 3.0 |
| PHIL 301 | <b>Business Ethics</b>   | 3.0 |
| UNIV 101 | <b>The Drexel Experience</b>                                     | 1.0 |

\* In addition to these required courses, BUSN 451 (Business Consulting in Not for-profits) is strongly recommended, but not required to complete the certificate.