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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 PhD 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 from 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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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.

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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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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 allows students to build an integrated academic experience as they progress through the LeBow curriculum. In the four electronic portfolios that comprise My LIFEfolio—business concentration, career, writing and quantitative reasoning—students 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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Facilities

So that Drexel business students gain the most up-to-date access to both hardware and software used in professional settings, major advances in the technologies used in the corporate world are constantly being matched by upgrades on campus. LeBow College's Patten Auditorium, for example, has been renovated and re-equipped to support multimedia presentations. Other class and seminar rooms have also been redesigned to turn them into professional-quality settings for student discussions and presentations.

In an effort to enhance the lecturing experience, the Bennett S. LeBow College of Business began an initiative that transformed the second (2nd) floor classrooms of Matheson Hall into smart classrooms. Each room on the 2nd floor of Matheson has been equipped with a video projection unit and accompanying computer/peripheral connectivity.

New specialized facilities include the state-of-the-art Joseph F. Rocereto Computer Laboratory, as well as numerous other computer classrooms and labs.

The new Leonard Perlstein Business Learning Center houses state-of-the-art classrooms, labs, and tiered mock boardrooms, as well as the LeBow College Business Executive Education Center.

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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, 2010/2011)

General education requirements

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

Students select two of the following Applied Science courses:

BIO 100	Applied Cells, Genetics & Physiology	3.0
or		
BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	3.0
PHYS 151	Applied Physics	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

Business requirements		64.0
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
STAT 201	Business Statistics I	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of MicroeconomicsI	4.0
FIN 301	Financial Management	4.0
MIS 300	Introduction to Management Information Systems	4.0
MKTG 301 WI	Introduction to Marketing Management	4.0
ORGB 300 WI	Organizational Behavior	4.0
OPM 300 WI	Operations Management	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competetitive Advantage	4.0

Students select one of the following four courses:

STAT 202	Statistics II	4.0
MGMT 260	Introduction to Entrepreneurship	4.0
MGMT 451	Management Simulation	4.0
BUSN 451 WI	Business Consulting	4.0

Concentration Electives 24.0

Free Electives 28.0

Writing-Intensive Course Requirements

In order to graduate, all students 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.

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BS Business Administration
5 YR UG Co-op Concentration

Recommended Plan Of Study

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

ORGB 300	Organizational Behavior	4.0
	Fine arts elective	3.0
	Business concentration courses	8.0
	<i>Term Credits</i>	15.0
Term 9		Credits
	Free elective	4.0
	General education elective (See degree requirements)	3.0
	Business concentration courses	8.0
	<i>Term Credits</i>	15.0
Term 10		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
UNIV 101	The Drexel Experience	1.0
	Free elective	3.0
	Business concentration courses	8.0
	<i>Term Credits</i>	16.0
Term 11		Credits
BUSN 444	Business Consulting	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	Free electives	9.0
	General education elective (See degree requirements)	3.0
	<i>Term Credits</i>	16.0
Term 12		Credits
	Free electives	12.0
	<i>Term Credits</i>	12.0
	Total Credits (minimum)	180.0

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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

Required courses (incoming students, 2010/2011)		24.0 Credits
ACCT 321	Financial Reporting I	4.0
ACCT 322	Financial Reporting II	4.0
ACCT 331	Cost Accounting	4.0
ACCT 341	Principles of Auditing	4.0
ACCT 323	Financial Reporting III	4.0
TAX 341	Individual Income Taxes	4.0
Options:		
ACCT 323	Financial Reporting III	4.0
ACCT 336	International Accounting	4.0
ACCT 355	Forensic Accounting	4.0
TAX 342	Business Income Taxes	4.0
TAX 390	Financial Planning and Taxes	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 are qualified to sit for the examination in Pennsylvania by meeting the degree requirements above. However, candidates planning to apply for a license on or after January 1, 2012 have to obtain the equivalent of 150 semester credit hours, including 36 semester credit hours in accounting subjects.

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

Recommended Plan Of Study

Term 1		Credits
BUSN 101	Foundations of Business I	4.0
ENGL 101	Expository Writing and Reading	3.0
MATH 101	Introduction to Analysis I	4.0
PSY 101	General Psychology I	3.0
UNIV 101	The Drexel Experience	1.0
	<i>Term Credits</i>	15.0
Term 2		Credits
BUSN 102	Foundations of Business II	4.0
ENGL 102	Persuasive Writing and Reading	3.0
MATH 102	Introduction to Analysis II	4.0
HIST 163	Themes World Civilization III	3.0
or		
HIST 162	Themes World Civilization II	3.0
	<i>Term Credits</i>	14.0
Term 3		Credits
ACCT 115	Financial Accounting Foundations	4.0
ENGL 103	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>	16.0
Term 4		Credits
ACCT 116	Managerial Accounting Foundations	4.0
COM 270	Business Communication	3.0
ECON 201	Principles of Microeconomics	4.0
STAT 201	Introduction to Business Statistics	4.0
	<i>Term Credits</i>	15.0
Term 5		Credits
BLAW 201	Business Law I	4.0
ECON 202	Principles of Macroeconomics	4.0
INTB 200	International Business	4.0
	Applied science course (See degree requirements)	3.0
	<i>Term Credits</i>	15.0
Term 6		Credits
ACCT 321	Financial Reporting I	4.0
MKTG 301	Introduction to Marketing Management	4.0
OPM 300	Operations Management	4.0
	ENGL 200 through ENGL 399	3.0
	<i>Term Credits</i>	15.0
Term 7		Credits
ACCT 322	Financial Reporting II	4.0
FIN 301	Introduction to Finance	4.0
MIS 300	Management Information Systems	4.0
	Science or computer science elective (See degree requirements)	3.0
	<i>Term Credits</i>	15.0
Term 8		Credits

ACCT 331	Cost Accounting	4.0
ORGB 300	Organizational Behavior	4.0
PHIL 105	Critical Reasoning	3.0
	General education elective (See degree requirements)	3.0
	<i>Term Credits</i>	<i>14.0</i>
Term 9		Credits
TAX 341	Individual Income Taxes	4.0
	Free electives	8.0
	General education elective (See degree requirements)	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 10		Credits
ACCT 323	Financial Reporting III	4.0
ACCT 341	Principles of Auditing	4.0
UNIV 101	The Drexel Experience	1.0
	Free elective	4.0
	General education elective (See degree requirements)	3.0
	<i>Term Credits</i>	<i>16.0</i>
Term 11		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
	General education elective (See degree requirements)	3.0
	Free electives	8.0
	<i>Term Credits</i>	<i>15.0</i>
Term 12		Credits
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	Free electives	8.0
	Fine arts elective	3.0
	<i>Term Credits</i>	<i>15.0</i>
	Total Credits (minimum)	180.0

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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.

Dual Degree Bachelor's Programs

With careful planning, students can complete two full degrees in the time usually required to complete one. The double major option works best in closely related areas. For detailed information the student should contact his or her advisor.

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Economics Concentration

Required courses (incoming students,2010/2011)		24.0 Credits
ECON 301	Microeconomics	4.0
ECON 321	Macroeconomics	4.0
ECON 322 WI	Economics Seminar	4.0
Plus three of the following courses:		
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

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

Term 8		Credits
ECON 321	Macroeconomics	4.0
INTB 200	International Business	4.0
ORGB 300	Organizational Behavior	4.0
	General education elective (See degree requirements)	3.0
	Term Credits	15.0
Term 9		Credits
PHIL 105	Critical Reasoning	3.0
	General education elective (See degree requirements)	3.0
	Economics concentration elective (See requirements for the list of ECON/INTB courses)	4.0
	Free elective	4.0
	Term Credits	14.0
Term 10		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
UNIV 101	The Drexel Experience	1.0
	General education elective (See degree requirements)	3.0
	Free elective	3.0
	Economics concentration elective (See requirements for the list of ECON/INTB courses)	4.0
	Term Credits	15.0
Term 11		Credits
ECON 322	Economics Seminar	4.0
	Free electives	11.0
	Term Credits	15.0
Term 12		Credits
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	Free electives	10.0
	Term Credits	14.0
	Total Credits (minimum)	180.0

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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.

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Entrepreneurship

Concentration: 24.0 credits

Required courses (incoming students, 2010/2011)		24.0 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
Students select two of the following courses:		
BLAW 346	Entrepreneur Law	4.0
FIN 335	Entrepreneurial Finance	4.0
MKTG 347	New Product Development	4.0
MKTG 364	Marketing for New Ventures	4.0

Recommended Plan Of Study

BS Business Administration

5 YR UG Co-op Concentration /Entrepreneurship

Term 1		Credits
BUSN 101	Foundations of Business I	4.0
ENGL 101	Expository Writing and Reading	3.0
MATH 101	Introduction to Analysis I	4.0
PSY 101	General Psychology I	3.0
UNIV 101	The Drexel Experience	1.0
	<i>Term Credits</i>	<i>15.0</i>
Term 2		Credits
BUSN 102	Foundations of Business II	4.0
ENGL 102	Persuasive Writing and Reading	3.0
MATH 102	Introduction to Analysis II	4.0
HIST 163	Themes World Civilization III	3.0
or		
HIST 162	Themes World Civilization II	3.0
	<i>Term Credits</i>	<i>14.0</i>
Term 3		Credits
ENGL 103	Analytical Writing and Reading	3.0
ECON 201	Principles of Microeconomics	4.0
or		
ACCT 115	Financial Accounting Foundations	4.0
	Applied science course (See degree requirements)	3.0
	Society and culture course (See degree requirements)	3.0
	General education elective (See degree requirements)	3.0
	<i>Term Credits</i>	<i>16.0</i>
Term 4		Credits
COM 270	Business Communication	3.0
STAT 201	Introduction to Business Statistics	4.0
ACCT 116	Managerial Accounting Foundations	4.0
or		
ECON 202	Principles of Macroeconomics	4.0
ACCT 115	Financial Accounting Foundations	4.0
or		
ECON 201	Principles of Microeconomics	4.0
	<i>Term Credits</i>	<i>15.0</i>
Term 5		Credits
BLAW 201	Business Law I	4.0
MGMT 260	Introduction to Entrepreneurship	4.0
ECON 202	Principles of Macroeconomics	4.0
or		
ACCT 116	Managerial Accounting Foundations	4.0
	Applied science course (See degree requirements)	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 6		Credits
INTB 200	International Business	4.0
MIS 300	Management Information Systems	4.0
OPM 300	Operations Management	4.0
	ENGL 200 through ENGL 399	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 7		Credits

FIN 301	Introduction to Finance	4.0
MKTG 301	Introduction to Marketing Management	4.0
ORGB 300	Organizational Behavior	4.0
	Science or computer science elective (See degree requirements)	3.0
	<i>Term Credits</i>	15.0
Term 8		Credits
PHIL 105	Critical Reasoning	3.0
BLAW 346	Entrepreneurial Law	4.0
or		
MKTG 347	New Product Development	4.0
or		
FIN 335	Entrepreneurial Finance	4.0
	Free electives	8.0
	<i>Term Credits</i>	15.0
Term 9		Credits
MGMT 365	Business Plan for Entrepreneurs	4.0
	Fine arts elective	3.0
	Social science elective	3.0
	General education electives (See degree requirements)	6.0
	<i>Term Credits</i>	16.0
Term 10		Credits
MGMT 363	Directed Study in Entrepreneurship	4.0
UNIV 101	The Drexel Experience	1.0
	General education elective (See degree requirements)	3.0
	Free electives	7.0
	<i>Term Credits</i>	15.0
Term 11		Credits
MGMT 364	Technology Management	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
BLAW 346	Entrepreneurial Law	4.0
or		
MKTG 347	New Product Development	4.0
or		
FIN 335	Entrepreneurial Finance	4.0
	Free elective	3.0
	<i>Term Credits</i>	15.0
Term 12		Credits
	Free electives	14.0
	<i>Term Credits</i>	14.0
	Total Credits (minimum)	180.0

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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.

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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.

Required courses (incoming students, 2010/2011)		24.0 Credits
FIN 302	Intermediate Corporate Finance	4.0
FIN 321	Investment Securities and Markets	4.0
FIN 325	Financial Institutions and Markets	4.0

Students select three of the following courses:

FIN 323	Risk Management	4.0
FIN 330	Derivative Securities	4.0
FIN 332	Investment Analysis	4.0
FIN 335	Entrepreneurial Finance	4.0
FIN 338	Money and Capital Markets	4.0
FIN 340	Seminar in Finance	4.0
FIN 341	Applied Portfolio Management	4.0
FIN 342	Applied Portfolio Management	4.0
FIN 346	Global Financial Management	4.0

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

Recommended Plan Of Study

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

FIN 302	Intermediate Corporate Finance	4.0
MIS 300	Management Information Systems	4.0
OPM 300	Operations Management	4.0
	Science or computer science elective (See degree requirements)	3.0
	<i>Term Credits</i>	15.0
Term 8		Credits
FIN 321	Investment Securities & Marketing	4.0
PHIL 105	Critical Reasoning	3.0
	Free electives	8.0
	<i>Term Credits</i>	15.0
Term 9		Credits
FIN 325	Financial Institutions and Markets	4.0
	General education elective (See degree requirements)	3.0
	FIN concentration course (See concentration requirements for list)	4.0
	Free elective	4.0
	<i>Term Credits</i>	15.0
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	FIN concentration course (See concentration requirements for list)	4.0
	General education elective (See degree requirements)	3.0
	Free elective	3.0
	<i>Term Credits</i>	15.0
Term 11		Credits
	General education elective (See degree requirements)	3.0
	ENGL 200 through ENGL 399	3.0
	Free elective	3.0
	FIN concentration course (See concentration requirements for list)	4.0
	Fine arts elective	3.0
	<i>Term Credits</i>	16.0
Term 12		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
	Free electives	10.0
	<i>Term Credits</i>	14.0
	Total Credits (minimum)	180.0

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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

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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.

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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.

Required courses (incoming students, 2010/2011)		Credits
INTB 440	Senior Seminar in International Business	4.0

Students select a minimum of three from following courses:

ACCT 336	Introduction to International Accounting	4.0
BLAW 340	International Business Law	4.0
FIN 346	Global Financial Management	4.0
MKTG 357 WI	Global Marketing	4.0
MGMT 452	Global Management Strategy and Practices	4.0

Students select a maximum of two from following courses:

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
ANTH 312	Approaches to Intercultural Behavior	3.0
BLAW 340	International Business Law	4.0
ECON 342	Economic Development	4.0
ECON 344	Comparative Economic Systems	4.0

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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	Introduction to International Accounting	4.0
ANTH 312	Approaches to Intercultural Behavior	3.0
BLAW 340	International Business Law	4.0
ECON 342	Economic Development	4.0
ECON 344	Comparative Economic Systems	4.0
FIN 346	Global Financial Management	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
INTB 440	Senior Seminar in International Business	4.0
MKTG 357 WI	Global Marketing	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

Term 1		Credits
BUSN 101	Foundations of Business I	4.0
ENGL 101	Expository Writing and Reading	3.0
MATH 101	Introduction to Analysis I	4.0
PSY 101	General Psychology I	3.0
UNIV 101	The Drexel Experience	1.0
	<i>Term Credits</i>	<i>15.0</i>
Term 2		Credits
BUSN 102	Foundations of Business II	4.0
ENGL 102	Persuasive Writing and Reading	3.0
MATH 102	Introduction to Analysis II	4.0
HIST 163	Themes World Civilization III	3.0
or		
HIST 162	Themes World Civilization II	3.0
	<i>Term Credits</i>	<i>14.0</i>
Term 3		Credits
ENGL 103	Analytical Writing and Reading	3.0
ECON 201	Principles of Microeconomics	4.0
or		
ACCT 115	Financial Accounting Foundations	4.0
	Applied science course (See degree requirements)	3.0
	Language requirement	4.0
	<i>Term Credits</i>	<i>14.0</i>
Term 4		Credits
STAT 201	Introduction to Business Statistics	4.0
ACCT 115	Financial Accounting Foundations	4.0
or		
ECON 201	Principles of Microeconomics	4.0
ACCT 116	Managerial Accounting Foundations	4.0
or		
ECON 202	Principles of Macroeconomics	4.0
	Language requirement	4.0
	<i>Term Credits</i>	<i>16.0</i>
Term 5		Credits
BLAW 201	Business Law I	4.0
ECON 202	Principles of Macroeconomics	4.0
or		
ACCT 116	Managerial Accounting Foundations	4.0
	Language requirement	4.0
	Applied science course (See degree requirements)	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 6		Credits
INTB 200	International Business	4.0
MIS 300	Management Information Systems	4.0
OPM 300	Operations Management	4.0
	Language requirement	4.0
	<i>Term Credits</i>	<i>16.0</i>
Term 7		Credits
FIN 301	Introduction to Finance	4.0

MKTG 301	Introduction to Marketing Management	4.0
ORGB 300	Organizational Behavior	4.0
	Language requirement	4.0
	<i>Term Credits</i>	<i>16.0</i>
Term 8		Credits
PHIL 105	Critical Reasoning	3.0
	International Business concentration courses (see list)	8.0
	Language requirement	4.0
	<i>Term Credits</i>	<i>15.0</i>
Term 9		Credits
COM 270	Business Communication	3.0
	International Business concentration courses (see list)	8.0
	Social science elective	3.0
	<i>Term Credits</i>	<i>14.0</i>
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
	International Business concentration course (see list)	4.0
	ENGL 200 through ENGL 399	3.0
	Free electives	7.0
	<i>Term Credits</i>	<i>15.0</i>
Term 11		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	Science or computer science elective (See degree requirements)	3.0
	Free elective	4.0
	<i>Term Credits</i>	<i>15.0</i>
Term 12		Credits
INTB 440	Seminar in International Business	4.0
	Fine arts elective	3.0
	Free electives	8.0
	<i>Term Credits</i>	<i>15.0</i>
	Total Credits (minimum)	180.0

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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.

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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
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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

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

INTB 200	International Business	4.0
MIS 300	Management Information Systems	4.0
OPM 300	Operations Management	4.0
	Science or computer science elective (See degree requirements)	3.0
	<i>Term Credits</i>	15.0
Term 8		Credits
PHIL 105	Critical Reasoning	3.0
	Legal Studies (BLAW) courses (See requirements for list)	8.0
	Free elective	4.0
	<i>Term Credits</i>	15.0
Term 9		Credits
	Free elective	4.0
	Legal Studies (BLAW) courses (See requirements for list)	8.0
	General education elective (See degree requirements)	3.0
	<i>Term Credits</i>	15.0
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
	General education elective (See degree requirements)	3.0
	Free elective	3.0
	Legal Studies (BLAW) courses (See requirements for list)	8.0
	<i>Term Credits</i>	15.0
Term 11		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
	General education elective (See degree requirements)	3.0
	Free electives	6.0
	Fine arts elective	3.0
	<i>Term Credits</i>	16.0
Term 12		Credits
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	Free electives	11.0
	<i>Term Credits</i>	15.0
	Total Credits (minimum)	180.0

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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.

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Management Information Systems

Required courses (incoming students, 2010/2011)		24.0 Credits
MIS 342	Systems Analysis and Design	4.0
MIS 343	Database Design and Implementation	4.0
MIS 346	Management Information Systems Strategy	4.0
MIS 347	Domestic and Global Outsourcing Management	4.0

Students select from the following courses, or any other course at LeBow with permission, as long as the combination comes to a total of 24.0 credits:

MIS 348	Visual Basic Database Programming	4.0
OPR 320 WI	Linear Modeling for Decision Making	4.0
MGMT 364	Technology Management	4.0
MGMT 365	Business Plan for Entrepreneurs	4.0
MGMT 451	Management Simulation	4.0
	A computer science (CS) course by approval	3.0

Recommended Plan Of Study

BS Business Administration

5 YR UG Co-op Concentration /Management Information Systems

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

FIN 301	Introduction to Finance	4.0
ORGB 300	Organizational Behavior	4.0
	Free elective	4.0
	Science or computer science elective (See degree requirements)	3.0
	Term Credits	15.0
Term 8		Credits
MIS 342	Systems Analysis and Design	4.0
MIS 346	Management Information Systems Strategy	4.0
PHIL 105	Critical Reasoning	3.0
	Free elective	4.0
	Term Credits	15.0
Term 9		Credits
MIS 343	Dbase Design & Implement	4.0
MIS 347	Domestic and Global Outsourcing Management	4.0
	General education electives (See degree requirements)	6.0
	Term Credits	14.0
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	General education elective (See degree requirements)	3.0
	Free elective	4.0
	MIS 348 or MIS elective	4.0
	Term Credits	16.0
Term 11		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
	English (ENGL) course 200-level or above	3.0
	Free elective	4.0
	Management Information Systems (MIS) concentration elective	4.0
	Term Credits	15.0
Term 12		Credits
	Fine arts elective	3.0
	Free electives	12.0
	Term Credits	15.0
	Total Credits (minimum)	180.0

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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.

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Marketing

Required courses (incoming students, 2010/2011)		24.0
		Credits
MKTG 380	Seminar in Marketing Strategy	4.0
Students select five of the following courses:		
MKTG 321	Sales Management	4.0
MKTG 322	Advertising and Integrated Marketing Communications	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 353	Business-to-Business Marketing	4.0
MKTG 355	Interactive Marketing	4.0
MKTG 356	Consumer Behavior	4.0
MKTG 357 WI	Global Marketing	4.0
MKTG 358	Transportation and Logistics	4.0
MKTG 362	Brand and Reputation Management	4.0
MKTG 364	Marketing for New Ventures	4.0

Recommended Plan Of Study

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

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

MIS 300	Management Information Systems	4.0
OPM 300	Operations Management	4.0
	Science or computer science elective (See degree requirements)	3.0
	MKTG Concentration course (See concentration requirements)	4.0
	<i>Term Credits</i>	<i>15.0</i>
Term 8		Credits
PHIL 105	Critical Reasoning	3.0
	Free elective	4.0
	MKTG Concentration courses (See concentration requirements)	8.0
	<i>Term Credits</i>	<i>15.0</i>
Term 9		Credits
	General education electives (See degree requirements)	6.0
	Social science elective	3.0
	Free elective	3.0
	MKTG Concentration course (See concentration requirements)	4.0
	<i>Term Credits</i>	<i>16.0</i>
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
	General education elective (See degree requirements)	3.0
	MKTG Concentration course (See concentration requirements)	4.0
	Free elective	4.0
	Fine arts elective	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 11		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
MKTG 380	Seminar in Marketing Strategy	4.0
	Free electives	7.0
	<i>Term Credits</i>	<i>15.0</i>
Term 12		Credits
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	Free electives	10.0
	<i>Term Credits</i>	<i>14.0</i>
	Total Credits (minimum)	180.0

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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.

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Operations Management

Required courses (incoming students, 2010/2011)		24.0 Credits
OPM 315	Management of Service Operations	4.0
OPR 320 WI	Linear Modeling for Decision Making	4.0
OPM 321	Planning and Control of Operations	4.0
OPM 325	Advanced Planning and Control of Operations	4.0
OPM 341	Supply Chain Management	4.0
Students select one of the following courses:		
OPR 330	Advanced Decision Making and Simulation	4.0
STAT 301	Statistical Analysis for the Decision Sciences	4.0
STAT 325	Six Sigma Quality Implementation	4.0

Recommended Plan Of Study

BS Business Administration 5 YR UG Co-op Concentration /Operations Management

Term 1		Credits
BUSN 101	Foundations of Business I	4.0
ENGL 101	Expository Writing and Reading	3.0
MATH 101	Introduction to Analysis I	4.0
PSY 101	General Psychology I	3.0
UNIV 101	The Drexel Experience	1.0
	<i>Term Credits</i>	<i>15.0</i>
Term 2		Credits
BUSN 102	Foundations of Business II	4.0
ENGL 102	Persuasive Writing and Reading	3.0
MATH 102	Introduction to Analysis II	4.0
HIST 163	Themes World Civilization III	3.0
or		
HIST 162	Themes World Civilization II	3.0
	<i>Term Credits</i>	<i>14.0</i>
Term 3		Credits
ENGL 103	Analytical Writing and Reading	3.0
ECON 201	Principles of Microeconomics	4.0
or		
ACCT 115	Financial Accounting Foundations	4.0
	Social science course (See degree requirements)	3.0
	Society and culture course (See degree requirements)	3.0
	Applied science course (See degree requirements)	3.0
	<i>Term Credits</i>	<i>16.0</i>
Term 4		Credits
COM 270	Business Communication	3.0
STAT 201	Introduction to Business Statistics	4.0
ACCT 115	Financial Accounting Foundations	4.0
or		
ECON 201	Principles of Microeconomics	4.0
ACCT 116	Managerial Accounting Foundations	4.0
or		
ECON 201	Principles of Microeconomics	4.0
	<i>Term Credits</i>	<i>15.0</i>
Term 5		Credits
BLAW 201	Business Law I	4.0
INTB 200	International Business	4.0
ECON 201	Principles of Microeconomics	4.0
or		
ACCT 116	Managerial Accounting Foundations	4.0
	Applied science course (See degree requirements)	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 6		Credits
MIS 300	Management Information Systems	4.0
MKTG 301	Introduction to Marketing Management	4.0
OPM 300	Operations Management	4.0
	ENGL 200 through ENGL 399	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 7		Credits

FIN 301	Introduction to Finance	4.0
ORGB 300	Organizational Behavior	4.0
	Science or computer science elective (See degree requirements)	3.0
	Free elective	4.0
	Term Credits	15.0
Term 8		Credits
OPM 321	Planning and Control of Operations	4.0
OPR 320	Linear Models for Decision Making	4.0
PHIL 105	Critical Reasoning	3.0
	Free elective	4.0
	Term Credits	15.0
Term 9		Credits
OPM 315	Service Operations Management	4.0
OPM 325	Advanced Planning and Control of Operations	4.0
	General education elective (See degree requirements)	3.0
	Free elective	4.0
	Term Credits	15.0
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
BUSN 451	Business Consulting	4.0
or		
STAT 202	Business Statistics II	4.0
or		
MGMT 451	Management Simulation	4.0
or		
MGMT 260	Introduction to Entrepreneurship	4.0
	General education electives (See degree requirements)	6.0
	Free elective	4.0
	Term Credits	15.0
Term 11		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
OPR 330	Advanced Decision Making and Simulation	4.0
or		
STAT 325	Six-Sigma Quality Implementation	4.0
or		
STAT 301	Applied Statistical Models for Business	4.0
	Free elective	4.0
	General education elective (See degree requirements)	3.0
	Term Credits	15.0
Term 12		Credits
OPM 341	Supply Chain Management	4.0
	Fine arts elective	3.0
	Free electives	8.0
	Term Credits	15.0
	Total Credits (minimum)	180.0

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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.

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Business and Engineering

Bachelor of Science Degree: 185.0 credits

Degree requirements (incoming students, 2010/2011)

General education requirements		43.0
COM 310 WI	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
or		
PHIL 315	Engineering Ethics	3.0
UNIV 101	The Drexel Experience	2.0

Science and Computing requirements		24.5
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

Business requirements		64.0
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	Introduction to Marketing Management	4.0
ORGB 300 WI	Organizational Behavior	4.0
INTB 200	International Business	4.0
MGMT 260	Introduction to Entrepreneurship	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 300	Management Information Systems	4.0
STAT 205	Statistical Inference I	4.0
STAT 206	Statistical Inference II	4.0

Business and Engineering Focus

Operations Management 12.0

OPR 320 WI	Linear Modeling for Decision Making	4.0
OPM 321	Planning and Control of Operations	4.0

One of the following courses:

OPR 330	Advanced Decision Making and Simulation	4.0
STAT 301	Statistical Analysis for the Decision Sciences	4.0
STAT 325	Six Sigma Quality Implementation	4.0

Entrepreneurship 4.0

One of the following courses:

MGMT 363	Directed Study in Entrepreneurship	4.0
MGMT 364	Technology Management	4.0
MGMT 365	Business Planning for Entrepreneurs	4.0

Finance 4.0

One of the following courses:

FIN 302	Intermediate Corporate Finance	4.0
FIN 335	Entrepreneurial Finance	4.0

Marketing 4.0

One of the following courses:

MKTG 326	Marketing Research	4.0
MKTG 347	New Product Development and Marketing	4.0

Business electives 12.0

Three courses selected from one or more Business Concentrations.

Engineering requirements 19.0

ENGR 220	Fundamentals of Materials	4.0
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Engineering Elective A

Three of the following courses:

CHE 201	Process Material Balances	3.0
ECE 200	Digital Logic Design	3.0
ENGR 210	Introduction to Thermodynamics	3.0

MATE 221	Introduction to Mechanical Behavior of Materials	3.0
MEM 202	Engineering Mechanics: Statics	3.0
CAEE 201	Introduction to Infrastructure Engineering	3.0

Engineering Elective B

One of the following:

CHE 202	Process Energy Balances	3.0
ECE 211	Electrical Engineering Principles	3.0
and		
ECE 212	Electrical Engineering Principles Laboratory	1.0
MEM 201	Fundamentals of Computer Aided Design	3.0
CAEE 210	Measurements in Civil, Arch. & Environmental Engineering 1	3.0

One Additional Engineering Elective

One elective in one of the above engineering disciplines.

Writing-Intensive Course Requirements

In order to graduate, all students 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.

Recommended Plan Of Study

BS Business and Engineering 5 YR UG Co-op Concentration

Term 1		Credits
BUSN 101	Foundations of Business I	4.0
CS 121	Computation Lab I	1.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Expository Writing and Reading	3.0
MATH 121	Calculus I	4.0
UNIV 101	The Drexel Experience	1.0
	<i>Term Credits</i>	<i>17.0</i>
Term 2		Credits
BUSN 102	Foundations of Business II	4.0
CHEM 101	General Chemistry I	3.5
CS 122	Computation Lab II	1.0
ENGL 102	Persuasive Writing and Reading	3.0
MATH 122	Calculus II	4.0
PHYS 101	Fundamentals of Physics I	4.0
	<i>Term Credits</i>	<i>19.5</i>
Term 3		Credits
CHEM 102	General Chemistry II	4.5
CS 123	Computation Lab III	1.0
ENGL 103	Analytical Writing and Reading	3.0
MATH 200	Multivariate Calculus	4.0
PHYS 102	Fundamentals of Physics II	4.0
	<i>Term Credits</i>	<i>16.5</i>
Term 4		Credits
ACCT 115	Financial Accounting Foundations	4.0
MATH 123	Calculus III	4.0
PHYS 201	Fundamentals of Physics III	4.0
STAT 205	Statistical Inference I	4.0
	<i>Term Credits</i>	<i>16.0</i>
Term 5		Credits
ACCT 116	Managerial Accounting Foundations	4.0
ECON 202	Principles of Macroeconomics	4.0
MATH 201	Linear Algebra	4.0
STAT 206	Statistical Inference II	4.0
	<i>Term Credits</i>	<i>16.0</i>
Term 6		Credits
BLAW 201	Business Law I	4.0
ENGR 220	Fundamentals of Materials	4.0
MIS 300	Management Information Systems	4.0
	Engineering elective A or B (See degree requirements for list)	3.0
	<i>Term Credits</i>	<i>15.0</i>
Term 7		Credits
FIN 301	Introduction to Finance	4.0
MKTG 301	Introduction to Marketing Management	4.0
PHIL 105	Critical Reasoning	3.0
	Engineering elective A (See degree requirements for list)	3.0
	<i>Term Credits</i>	<i>14.0</i>

Term 8		Credits
HIST 285	Technology in Historical Perspective	3.0
INTB 200	International Business	4.0
MGMT 260	Introduction to Entrepreneurship	4.0
	Engineering elective A (See degree requirements for list)	3.0
	<i>Term Credits</i>	14.0
Term 9		Credits
COM 310	Technical Communication	3.0
ORGB 300	Organizational Behavior	4.0
PHIL 315	Engineering Ethics	3.0
or		
PHIL 301	Business Ethics	3.0
	Engineering elective B (See degree requirements for list)	3.0
	Engineering elective A (See degree requirements for list)	3.0
	<i>Term Credits</i>	16.0
Term 10		Credits
OPM 321	Planning and Control of Operations	4.0
OPR 320	Linear Models for Decision Making	4.0
UNIV 101	The Drexel Experience	1.0
MGMT 363	Directed Study in Entrepreneurship	4.0
or		
MGMT 364	Technology Management	4.0
or		
MGMT 365	Business Plan for Entrepreneurs	4.0
MKTG 326	Marketing Research	4.0
or		
MKTG 347	New Product Development	4.0
	<i>Term Credits</i>	17.0
Term 11		Credits
FIN 335	Entrepreneurial Finance	4.0
or		
FIN 302	Intermediate Corporate Finance	4.0
STAT 301	Applied Statistical Models for Business	4.0
or		
STAT 325	Six-Sigma Quality Implementation	4.0
or		
OPR 330	Advanced Decision Making and Simulation	4.0
	Business elective	4.0
	<i>Term Credits</i>	12.0
Term 12		Credits
MGMT 450	Strategy and Competitive Advantage	4.0
	Business electives	8.0
	<i>Term Credits</i>	12.0
	Total Credits (minimum)	185.0

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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.

Dual Degree Bachelor's Programs

With careful planning, students can complete two full degrees in the time usually required to complete one. The double major option works best in closely related areas. For detailed information the student should contact his or her advisor.

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Economics

Bachelor of Science Degree: 187.0 credits

Degree requirements (incoming students, 2010/2011)

General education requirements

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

One of the following courses **3.0**

CS 161	Introduction to Computing	
CS 170	Computer Programming	
CS 171	Computer Programming I	

Professional requirements

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

MATH 312	Probability and Statistics II	4.0
or		
STAT 201	Business Statistics I	4.0
and		
STAT 202	Business Statistics II	4.0

Professional Electives (at least 20 credits from the following courses)		20.0 Credits
ECON 250	Game Theory	4.0
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 344	Comparative Economic Systems	4.0
ECON 348	Mathematical Economics	4.0
ECON 351	Resource and Environmental Economics	4.0
ENVS 370	Environmental Economics	4.0
INTB 332 WI	Multinational Corporations	4.0
FIN 301	Financial Management	4.0
FIN 325	Financial Institutions and Markets	4.0
SOC 240	Urban Sociology	3.0
SOC 260 WI	Classical Social Theory	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 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.

BS Economics
5 YR UG Co-op Concentration

Recommended Plan Of Study

Term 1		Credits
CS 161	Introduction to Computing	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Expository Writing and Reading	3.0
UNIV 101	The Drexel Experience	1.0
MATH 121	Calculus I	4.0
or		
MATH 101	Introduction to Analysis I	4.0
	<i>Term Credits</i>	15.0
Term 2		Credits
ECON 202	Principles of Macroeconomics	4.0
ENGL 102	Persuasive Writing and Reading	3.0
MATH 102	Introduction to Analysis II	4.0
or		
MATH 122	Calculus II	4.0
ANTH 101	Introduction to Cultural Diversity	3.0
or		
SOC 101	Introduction to Sociology	3.0
	<i>Term Credits</i>	14.0
Term 3		Credits
ENGL 103	Analytical Writing and Reading	3.0
PSY 101	General Psychology I	3.0
SOC 101	Introduction to Sociology	3.0
or		
ANTH 101	Introduction to Cultural Diversity	3.0
	Free elective	3.0
	Laboratory science course	3.0-4.0
	<i>Term Credits</i>	15.0-16.0
Term 4		Credits
ECON 301	Microeconomics	4.0
STAT 201	Introduction to Business Statistics	4.0
	History (HIST) elective	3.0
	Laboratory science course	3.0-4.0
	ENGL 200 through ENGL 399	3.0
	<i>Term Credits</i>	17.0-18.0
Term 5		Credits
ECON 321	Macroeconomics	4.0
STAT 202	Business Statistics II	4.0
	History (HIST) elective	3.0
	Laboratory science course	3.0-4.0
	ENGL 200 through ENGL 399	3.0
	<i>Term Credits</i>	17.0-18.0
Term 6		Credits
COM 270	Business Communication	3.0
ECON 350	Applied Econometrics	4.0
	Fine arts elective	3.0
	Coordinate field requirement (major or minor) or a free elective	3.0
	Philosophy (PHIL) elective	3.0
	<i>Term Credits</i>	16.0

Term 7		Credits
	Coordinate field (major or minor) requirements or free electives	6.0
	BS in Economics elective (See degree requirements for list)	4.0
	Philosophy (PHIL) elective	3.0
	<i>Term Credits</i>	13.0
Term 8		Credits
INTB 336	International Money & Finance	4.0
or		
INTB 334	International Trade	4.0
	Coordinate field requirement (major or minor) or a free elective	3.0
	BS in Economics electives (see degree requirements for list)	8.0
	<i>Term Credits</i>	15.0
Term 9		Credits
INTB 336	International Money & Finance	4.0
or		
INTB 334	International Trade	4.0
	Coordinate field requirement (major or minor) or a free elective	3.0
	BS in Economics electives (see degree requirements for list)	8.0
	Free elective	4.0
	<i>Term Credits</i>	19.0
Term 10		Credits
UNIV 101	The Drexel Experience	1.0
	Free electives	9.0
	Coordinate field (major or minor) requirements or free electives	6.0
	<i>Term Credits</i>	16.0
Term 11		Credits
	Free electives	12.0
	Coordinate field requirement (major or minor) or a free elective	3.0
	<i>Term Credits</i>	15.0
Term 12		Credits
ECON 322	Economics Seminar	4.0
	Free electives	11.0
	<i>Term Credits</i>	15.0
	Total Credits (minimum)	187.0-190.0

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

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0

Students select four of the following courses:

ACCT 321	Financial Reporting I	4.0
ACCT 322	Financial Reporting II	4.0
ACCT 323	Financial Reporting III	4.0
ACCT 331	Cost Accounting	4.0
ACCT 336	International Accounting	4.0
ACCT 341	Principles of Auditing	4.0
ACCT 355	Forensic Accounting	4.0
ACCT 352	Accounting Information Systems	4.0
TAX 341	Individual Income Taxes	4.0
TAX 342	Business Income Taxes	4.0

Minor in Business Administration

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

Students select six of the following courses:

ACCT 115	Financial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
or		
BLAW 321	Law of Business Organizations	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0

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

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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

ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
ECON 301	Microeconomics	4.0
ECON 321	Macroeconomics	4.0
ECON 322 WI	Economics Seminar	4.0

Plus one of the following courses:

ECON 250	Game Theory	4.0
ECON 326	Economic Ideas	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

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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
ACCT 115	Financial Accounting Foundations	4.0
MGMT 260	Introduction to Entrepreneurship	4.0
MGMT 364	Technology Management	4.0

MGMT 365 **Business Planning for Entrepreneurs** 4.0

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

BLAW 346	Entrepreneurial Law	4.0
FIN 301	Introduction to Finance	4.0
FIN 335	Entrepreneurial Finance	4.0
MKTG 347	New Product Development	4.0
MKTG 364	Marketing for New Ventures	4.0
MGMT 363	Directed Study in Entrepreneurship*	4.0
ORGB 300 WI	Organizational Behavior	4.0

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

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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.

Required courses

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
FIN 301	Introduction to Finance	4.0
FIN 302	Intermediate Corporate Finance	4.0
FIN 321	Investment Securities and their Markets	4.0
FIN 325	Financial Institutions and Markets	4.0

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 Credits
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
INTB 200	International Business	4.0
INTB 334	International Trade	4.0
or		
INTB 336	International Money and Finance	4.0
Students select at least one of the following courses:		
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
ECON 342	Economic Development	4.0

Other options:

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

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

BLAW 201	Business Law I	4.0
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Students select five 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

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		24.0 Credits
MIS 300	Introduction to Management Information Systems	4.0
MIS 342	Systems Analysis and Design	4.0
MIS 343	Database Design and Implementation	4.0
MIS 346	Management Information Systems Strategy	4.0
MIS 347	Domestic and Global Outsourcing Management	4.0
MIS 348	Visual Basic Database Programming	4.0

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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

MKTG 301	Introduction to Marketing Management	4.0
MKTG 380	Seminar in Marketing Strategy	4.0

Students select four of the following courses:

MKTG 321	Sales Management	4.0
MKTG 322	Advertising and Integrated Marketing Communications	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 353	Business-to-Business Marketing	4.0
MKTG 355	Interactive Marketing	4.0
MKTG 356	Consumer Behavior	4.0

MKTG 357 WI	Global Marketing	4.0
MKTG 358	Transportation and Logistics	4.0
MKTG 362	Brand and Reputation Management	4.0
MKTG 364	Marketing for New Ventures	4.0

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

BUSN 111	Overview of the Business Enterprise	4.0
OPM 300 WI	Operations Management	4.0
OPR 320 WI	Linear Modeling for Decision Making	4.0
STAT 201	Business Statistics I	4.0

Students select two of the following courses:

OPM 315	Management of Service Operations	4.0
OPM 321	Planning and Control of Operations	4.0
OPM 325	Advanced Planning and Control of Operations	4.0
STAT 301	Statistical Analysis for the Decision Sciences	4.0
STAT 325	Six Sigma Quality Implementation	4.0

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Certificate in Brand and Reputation Management

16.0 credits

In the increasingly competitive and volatile global marketplace, brand and reputation management have gained considerable interest and importance in organizations, including corporations, non-profits, and those in the public sector.

The Certificate in Brand and Reputation Management introduces the concept of the product and/or corporate brand, the components that make up a good brand, and how to develop brand strategies that are appropriate for various types of organizations. Students will also learn about the various stakeholders that impact or enhance an organization's ability to build its brand and reputation as well as learn to analyze the business environment in order to identify a desired image, to create brand positioning strategy, and to develop and nurture the positive perception of a product, organization, individual or place.

Following the completion of all other required courses, all students must also complete an "honors" project as part of MKTG 363. This project will be an analysis of an "real-life" company and its corporate brand and reputation management. The topic and scope of the project must be approved by the Academic Director of the Center for Corporate Reputation Management. Completed projects will be orally presented by the student to a team comprised of Marketing Department faculty for evaluation in a pass/fail manner.

Requirements

COM 280	Public Relations	3.0
MKTG 322	Advertising and Integrated Marketing Communications	4.0
MKTG 362	Brand and Reputation Management	4.0
MKTG 363	Brand and Reputation Management Project*	1.0

*Taken upon the completion of all other requirements.

Students must complete one (1) course from the following options, depending upon career interests:

MKTG 324 WI	Marketing Channels and Distribution Systems	4.0
MKTG 347	New Product Development and Marketing	4.0
MKTG 348	Services Marketing	4.0
MKTG 356	Consumer Behavior	4.0
	A course from outside the LeBow College of Business in a related field, with the approval of the Academic Director of the Center for Corporate Reputation Management	var.

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Certificate in Entrepreneurship

16.0 credits

An entrepreneurial mindset, both in the context of starting new ventures and in established companies, is a valuable skill. The ability to approach situations in an innovative way, to be creative, to critically evaluate new opportunities and to execute those opportunities is the essence of entrepreneurship. In the 21st century, innovation and entrepreneurship are competitive elements across all sectors of the economy.

The LeBow College of Business offers a Certificate in Entrepreneurship to enable students outside of the business school to benefit from learning about the skills involved in being entrepreneurial. This program provides Drexel students from all areas (engineering, biomedical, information technology, design, etc) with a unique advantage when seeking employment. Students who hold a Certificate in Entrepreneurship will certainly benefit in their job search and career by possessing the vital business skills encompassed in the courses in this certificate.

Upon completion of the Certificate program, students will be able to:

- Understand the nature of entrepreneurship and its applications to all realms of business and to all types of organizations
- Apply the business planning process to new ventures and to corporate projects
- Utilize accounting tools and methods in creating new ventures
- Apply innovative and creative approaches to business issues and environmental trends.

Requirements		16.0 Credits
ACCT 120	Accounting Essentials for New Ventures	4.0
MGMT 260	Introduction to Entrepreneurship	4.0
MGMT 365	Business Planning for Entrepreneurs	4.0
MGMT 366	Entrepreneurship Certificate Project	4.0

Additional requirement

In addition, students select one additional related course from outside the LeBow College of Business. This course should incorporate as part of its content some business aspect of the student's area of study.

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Certificate of Social Responsibility in Business

15.0 credits

Through course work, civic engagement and related co-op 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 co-op 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	Cultural Diversity: Introduction to Cultural Anthropology	3.0
BUSN 103	Social Responsibility in Business	2.0
SOC 115	Social Problems	3.0
SOC 210	Race and Ethnic Relations	3.0
PHIL 301	Business Ethics	3.0
UNIV 101	The Drexel Experience	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.