



DREXEL UNIVERSITY

LeBow

College of Business

CATALOG

2020-2021

UNDERGRADUATE



DREXEL INSTITUTE

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LeBow College of Business

About the College

The mission of the LeBow College of Business is to integrate Drexel University's technological prominence with experience-based education to develop world-class leaders and advance knowledge through research. At the undergraduate level, this objective is accomplished by providing high-quality educational programs that integrate theory and practice. Drexel's 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

The College and its distinguished faculty are committed to advancing the science and practice of management through basic, applied, and instructional research in the various disciplines of business. The College maintains 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. Drexel's LeBow College of Business—fully accredited by AACSB-International—offers two distinct undergraduate degrees, Bachelors of Science in Business Administration that has 10 major options and 5 co-majors, and Bachelors of Science in Business and Engineering, plus an option in thirteen minors and two certificate programs.

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- **NEW:** Legal Studies (BSBA) / Business Administration (MBA)
- **NEW:** Management Information Systems (BSBA) / Business Administration (MBA)
- **NEW:** Marketing (BSBA) / Business Administration (MBA)
- **NEW:** Marketing (BSBA) / Communication (MS)
- **NEW:** Operations & Supply Chain Management (BSBA) / Business Administration (MBA)
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About the College

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Bachelors of Science in Business Administration that has 10 major options and 5 co-majors, and Bachelors of Science in Business and Engineering, plus an option in thirteen minors and two certificate programs.

About the Curriculum

BS 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

BS 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 accounting, economics, finance, information systems, law, marketing, organizational behavior, entrepreneurship, operations, and statistics along with 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:

- Develop a breadth and depth of knowledge in functional business areas such as accounting, economics, entrepreneurship, finance, information systems, law, marketing, organizational behavior, operations, and statistics.
- 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

BS 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 including concentrations in business economics or mathematical economics, as well as to select a coordinating field from other majors and minors at Drexel. The BS in Economics program provides excellent training for graduate school in economics.

BA in Economics Program

The Bachelor of Arts in Economics introduces students to modern economics within the context of a broad-based liberal arts curriculum. The degree is oriented toward students with interest in the less quantitative features of economics and a broader liberal arts education, particularly in areas offered by the College of Arts and Sciences. The degree gives students the flexibility to major or minor in a coordinate field outside of economics.

The Economics program:

- Provides a deep understanding of economics and broad training in arts and sciences.
- Enables students to apply acquired skills from co-op work experiences to further enhance their knowledge base.
- Prepares students for a wide variety of opportunities after graduations ranging from; corporate positions, consulting, government agencies, business, and law.
- Is a rigorous program that develops students' critical thinking and problem solving skills.

Degree Requirements

The Business Administration curriculum requires a minimum of 180.0 credits. The Business & Engineering curriculum requires a minimum of 183.0 credits. The Economics curriculum requires a minimum of 187.0 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.

Major (BSBA) or Coordinated Field (BSECON & BAECON)

The curriculum permits students to pursue one or more majors within the (BSBA) programs. The major coursework and the common body of knowledge in business together comprise not more than 50 percent of the

total credits required for graduation. In the Economic programs, students must select a coordinated field to augment the general education and economics course work.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Cooperative Education

The five-year cooperative 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 cooperative employment.

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

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

Cooperative 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.

Special Programs

Accelerated/Dual Degrees

LeBow College offers an accelerated BS/MBA and BS/MS degree programs that provides academically qualified students with the opportunity to earn both a bachelor's degree and an MBA or MS in Accounting in the time normally required for the undergraduate degree at Drexel University. The program combines the advantage of practical work experience in the renowned Drexel Co-op with the graduate credentials of our nationally recognized programs.

LeBow College also offers a five-year dual-degree program with the European Business School (ESB) at Reutlingen University in Germany. This exciting dual degree program allows undergraduate students to earn

degrees from both Drexel University's LeBow College of Business and Reutlingen University's European School of Business. In total students will spend 18 months in Germany completing two semesters of study and one semester on Co-op.

Drexel in London

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 (<http://www.drexel.edu/studyabroad/>) office, 215.571.3558.

Business Learning Community (BLC)

LeBow College's Business Learning Community (BLC) is a way of life at Drexel University - a cohort of freshman business students who live and attend classes together. The BLC was recently recognized by AACSB Accreditation Committee as a "strength and effective practice of the LeBow College of Business." The program is designed to ease transition to university life, (<http://catalog.drexel.edu/>) enhance student academic performance, (<http://catalog.drexel.edu/>) provide opportunities for student engagement and networking and improve the overall student experience.

LeBow BRIDGE

BRIDGE is a LeBow College of Business undergraduate program that provides support to students in four critical areas: academic excellence, financial literacy and social engagement and community service. BRIDGE scholars receive the tools to be successful through advising programs related to academics, financial skills, professional development, cultural awareness and community service.

Students work together to build relationships within a dynamic and diverse group experience. Mentors are also available to BRIDGE scholars to provide guidance and ensure a positive college experience. After freshman year, BRIDGE scholars can serve as peer mentors to underclassmen.

Global Classroom

The LeBow Global Classroom program prepares candidates to become 21st Century Executives, able to tackle the toughest business challenges in our increasingly globalized business world. Each year a select cohort of 20 high-potential students from around the world enters this rigorous global education experience to acquire the complex set of skills and attitudes to thrive in an increasingly uncharted and globalized marketplace. The learning community experience is akin to a "Global Classroom".

Peer Leader Program

LeBow College's Peer Leader Program is an outstanding learning experience for sophomore business students. Through a highly competitive application process, top-performing LeBow students with extraordinary leadership potential are identified, selected, trained and

paired with UNIV 101 instructors to serve as mentors for new freshmen both inside and outside the classroom.

Summer Institutes

LeBow Summer Institutes offer an introduction to business education through exceptional summer programs designed for outstanding high school students with an interest in business. LeBow Summer Institutes offer the opportunity to maximize and develop the business and leadership skills sought after by employers and college admissions officers.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Accounting

Major: Accounting

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.0305

Standard Occupational Classification (SOC) code: 13-2011; 11-3031; 13-2051

About the Program

Accounting is the language of business and so much more. It provides the critical information that guides decision-making at all levels of business, government, and non-profit organizations. An Accounting degree offers students the opportunity to obtain technical knowledge, critical thinking, data analytics, decision-making, and innovation skills as well as communication expertise required to lead in today's transforming marketplace. Accounting graduates find career opportunities across many areas including public accounting, corporate and non-profit financial

management, accounting, auditing, taxation roles, and governmental accounting.

Many professional accountants obtain a license as a Certified Public Accountant (CPA) or obtain a Certified Managerial Accountant (CMA) designation after passing the examinations and completing all education and experience requirements. The University's co-op program provides practical experience for Accounting students. Time spent working in accounting co-op positions is accepted as part of the experience requirement for Pennsylvania and many other states.

Students planning to obtain a CPA license must take additional coursework to meet state mandated requirements. Each state has different education requirements for licensure. Interested students should consult with their academic advisor and/or the Department of Accounting (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/accounting/>) upon declaring the major to ensure ample time to fulfill such requirements.

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts Elective		3.0
History Elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select 16.0 General Education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Education Electives	
Society & Culture	
Communication, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, Criminology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0

Additional General Education Electives

Seven (7.0) credits must be earned by taking courses from the following topics:	7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Criminology, Political Science, Psychology, Computer Science, Information Systems, Math or Science	

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
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ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Required Accounting Major Courses		
ACCT 321	Financial Reporting I	4.0
ACCT 322	Financial Reporting II	4.0
ACCT 323	Financial Reporting III	4.0
ACCT 329	Advanced Accounting	4.0
ACCT 331	Cost Accounting	4.0
ACCT 341	Principles of Auditing	4.0
TAX 341	Federal Income Taxes	4.0
TAX 342	Advanced Federal Taxes	4.0
Free Electives		18.0
Total Credits		180.0

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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours—the equivalent to 150 semester hours.

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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english-philosophy/university-writing-program/drexel-writing-center/) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study 5 Year 3 Co-Op

First Year							
Fall	Credits Winter	Credits Spring	Credits Summer	Credits			
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	
ECON 201	4.0	ECON 202	4.0	BSAN 160	4.0		
ENGL 101	3.0	ENGL 102	3.0	ENGL 103	3.0		
or 111		or 112		or 113			
MATH 101	4.0	MATH 102	4.0	PSY 101	3.0		
UNIV B101	1.0	COOP 101	1.0	Society & Culture elective	3.0		
		CIVC 101	1.0				
	16	17	17	0			

Second Year					
Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0	BLAW 201	4.0
		STAT 201	4.0	COM 270	3.0
		History elective	4.0	INTB 200	4.0
		Select one of the following:	3.0	Select one of the following:	3.0
		BIO 100 or 101		BIO 100 or 101	
		CHEM 1		CHEM 1	
		PHYS 151		PHYS 151	
	0	0	15	14	

Third Year					
Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 321	4.0	ACCT 322	4.0
		MKTG 201	4.0	FIN 301	4.0
		OPM 200	4.0	MIS 200	4.0
		ENGL 200 - ENGL 399 Course	3.0	Science elective	3.0
	0	0	15	15	

Fourth Year					
Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 323	4.0	ACCT 341	4.0
		ACCT 331	4.0	TAX 341	4.0
		ORGB 300	4.0	Free elective	4.0
		PHIL 105	3.0		
	0	0	15	12	

Fifth Year					
Fall	Credits Winter	Credits Spring	Credits		
ACCT 329	4.0	MGMT 450	4.0	Free electives	8.0
UNIV B201	1.0	TAX 342	4.0	Fine Arts elective	3.0
General Education elective	3.0	General Education elective	4.0	Select one of the following:	4.0

Free elective	3.0 Free elective	3.0	MGMT 260
Social Science elective	3.0		MGMT 370
			MGMT 371
			MGMT 372
			MGMT 380
			ORGB 420
			SMT 372
			STAT 202
		14	15
		15	15

Total Credits 180

4 Year 1 Co-Op

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	
UNIV B101	1.0 COOP 101	1.0 Society & Culture elective	3.0	
	CIVC 101	1.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 ACCT 321	4.0 ACCT 322	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 FIN 301	4.0
History elective	4.0 INTB 200	4.0 OPM 200	4.0 MIS 200	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 course	3.0 Science Elective	3.0
BIO 100 or 101	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151	PHYS 151			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 323	4.0 ACCT 341	4.0
		ACCT 331	4.0 TAX 341	4.0
		ORGB 300	4.0 Free electives	4.0
		PHIL 105	3.0	
	0	0	15	12

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
ACCT 329	4.0 MGMT 450	4.0 Free electives	8.0
UNIV B201	1.0 TAX 342	4.0 Fine Arts elective	3.0
General Education elective	3.0 General Education elective	4.0 Select one of the following:	4.0
Free elective	3.0 Free elective	3.0 MGMT 260	
Social Science elective	3.0	MGMT 370	

		MGMT 371
		MGMT 372
		MGMT 373
		ORGB 420
		SMT 372
		STAT 202
	14	15
	15	15

Total Credits 180

4 Year No Co-Op

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	
UNIV B101	1.0 CIVC 101	1.0 Society & Culture elective	3.0	
	16	16	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 ACCT 321	4.0 VACATION	
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0	
History elective	4.0 INTB 200	4.0 OPM 200	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 course	3.0	
BIO 100 or 101	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151	PHYS 151			
	15	14	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 322	4.0 ACCT 323	4.0 ACCT 341	4.0 VACATION	
FIN 301	4.0 ACCT 331	4.0 TAX 341	4.0	
MIS 200	4.0 ORGB 300	4.0 Free elective	4.0	
Science elective	3.0 PHIL 105	3.0		
	15	15	12	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
ACCT 329	4.0 MGMT 450	4.0 Free electives	8.0
UNIV B201	1.0 TAX 342	4.0 Fine Arts elective	3.0
General education elective	4.0 General education elective	4.0 Select one of the following:	4.0
Free elective	3.0 Free elective	3.0 MGMT 260	
Social Science elective	3.0	MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 373	
		ORGB 420	
		SMT 372	

STAT 202

15

15

15

Total Credits 180

Co-op/Career Opportunities

Public, private, and government accounting provide the greatest range of career possibilities. Professional accountants are normally certified as public accountants (CPA) or managerial accountants (CMA) after passing the appropriate professional examinations.

Drexel's co-op program provides an added advantage to accounting students; time spent working in accounting co-op positions is often accepted as part of the one year of accounting experience needed for CPA certification.

Drexel's Accounting graduates accept positions in public accounting, private industry, government, and non-profit organizations. Many also choose to continue their studies in graduate schools, pursuing such degrees as an MBA, master's in taxation, master's in accounting, or a PhD. Overall, Drexel's graduates enjoy a high placement rate.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. To learn more about career opportunities and resources, see the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

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Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Accounting Faculty

Stephen B. Bates, DBA (*Wilmington University*). Assistant Clinical Professor.

Maureen Breen, PhD (*West Chester University*). Assistant Clinical Professor. Financial reporting, internal controls in corporate and not-for-profit sectors.

Hsihui Chang, PhD (*University of Minnesota*) KPMG Professor of Accounting.

Hui Lam Choy, PhD (*University of Rochester*). Associate Professor. Financial accounting.

Anthony P. Curatola, PhD (*Texas A&M University*) Joseph F. Ford Professor of Accounting. Professor. Federal and state income tax policy, retirement income taxation, fringe benefits taxation, educational savings and tax incentives, federal and state income tax research.

Xin Dai, PhD (*University of Minnesota*). Assistant Professor.

Albert DeRitis, MBA (*St. Joseph's University*). Assistant Clinical Professor. Accounting, finance, and supply chain in the healthcare industry.

Barbara Murray Grein, PhD (*University of North Carolina*) Department Head, Accounting and Tax. Associate Professor. Auditing, auditor selection, audit adjustments, audit fees, corporate governance, financial reporting.

Curtis M. Hall, PhD (*University of Arizona*). Associate Professor. Strategic cost management; corporate governance; capital markets research in accounting; human capital investment.

Stacy Kline, MBA (*Temple University*). Clinical Professor. Individual, corporation; S corporation and partnership taxation.

Johnny Lee, PhD (*University of Utah*). Associate Clinical Professor. Accounting information systems; e-business; managerial accounting; supply chain management

Gordian Ndubizu, PhD (*Temple University*). Professor. Financial accounting.

Business Analytics

Co-Major: Business Analytics

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 186.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No

Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.1304

Standard Occupational Classification (SOC) code: 13-2053; 15-2011; 25-1011

The Business Analytics program is a "co-major"

About the Program

How does a company design an effective social media campaign for its brand new product? How does a bank make credit card offers or detect fraud? How does a chain store stock its shelves with just the right products at the right price? Technology has made it possible to collect, store, process, and analyze massive data sets that can help businesses make better decisions; however, there remains a gap that can only be filled by those with a background in business analytics. From the junior analyst providing daily reports on production to the CEO seeking

to transform their business, all are looking for guidance and talent in business analytics.

LeBow students are uniquely positioned to address descriptive, diagnostic, predictive, prescriptive, and preemptive questions across the business analytics life cycle from the corporate generation of data through the application and impact on managerial and leadership decision-making and innovation.

Ranked second in a Computerworld survey on the most difficult skills to find, business analytics expertise is not only scarce, but in demand. McKinsey Global Institute reports that the United States could face a shortage of between 140,000 and 190,000 individuals who possess business analytics skills and an additional 1.5 million managers with the skills to implement the results.

Examples of business analytics jobs include BA strategy consultants, business intelligence and performance management consultants, advanced analytics, and optimization consultants.

Because students in this co-major are required to choose a major in one of the functional areas of business, the curriculum enables students to tailor the program to their interests and anticipated career path.

Students complete the Business Analytics co-major in conjunction with one of the following majors:

- Accounting (p. 6)
- Finance (p. 23)
- International Business (<http://catalog.drexel.edu/undergraduate/schoolofeconomics/internationalbusiness/>)
- Legal Studies (p. 30)
- Management Information Systems (p. 34)
- Marketing (p. 39)
- Operations & Supply Chain Management (p. 44)
- Sport Business (p. 57)
- Real Estate Management and Development (p. 52)

An additional distinguishing feature of the Business Analytics co-major is the required senior project (BSAN 460) where students work in small teams on business analytics projects that utilize real-world data. The projects require students to bring together all the key elements of the business analytics curriculum to derive insights for a business challenge. Experiencing this data-driven decision process is invaluable career preparation.

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0

UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English Literature elective		3.0
Fine Arts elective		3.0
History elective		4.0
Science Requirement		6.0
Select two courses from the following:		
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	
General Education electives *		16.0
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
STAT 202	Business Statistics II	4.0
Primary Major Courses **		32.0
Business Analytics Requirements		
BSAN 360	Programming for Data Analytics	4.0
BSAN 460	Business Analytics Senior Project	4.0
MIS 343	Database Design and Implementation	4.0
STAT 331	Introduction to Data Mining for Business	4.0
Business Analytics Electives		
Select two of the following:		8.0
ECON 350	Applied Econometrics	
[WI]		
ECON 360	Time Series Econometrics	
MKTG 366	Customer Analytics	
MKTG 367	Data-Driven Digital Marketing	
OPR 320	Linear Models for Decision Making	
OPR 330	Advanced Decision Making and Simulation	
OPR 350	Optimization in Finance	
STAT 335	Introduction to Experimental Design	
Total Credits		186.0

* Students select (16.0 credits) of additional general education electives 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)

** Students completing the Business Analytics co-major must do so in conjunction with a primary business major. Students must select a primary major from the following list:

- Accounting
- Real Estate Management and Development
- Finance
- Legal Studies
- Management Information Systems
- Marketing
- Operations & Supply Chain Management
- International Business

*** Occasionally, departments can also offer special topics courses and independent studies on emerging areas of analytics. These courses may be substituted with department chair approval.

† The following groupings of courses are recommended by departments for their respective career pathways. Students are strongly encouraged to complete three courses for at least one career pathway, based on their other major(s) and career goals.

Accounting:

STAT 331: Introduction to Data Mining for Business

MIS 342: Systems Analysis and Design

OPR 320: Linear Models for Decision Making

Economics:

ECON 301: Microeconomics

ECON 350 [WI] : Applied Econometrics

ECON 360: Time Series Econometrics

STAT 331: Introduction to Data Mining for Business

MKTG 366: Customer Analytics

MKTG 367: Data-Driven Digital Marketing

BSAN 360: Programming for Data Analytics

Finance:

ECON 350 [WI] : Applied Econometrics

ECON 360: Time Series Econometrics

STAT 331: Introduction to Data Mining for Business

OPR 320: Linear Models for Decision Making

OPR 350: Optimization in Finance

Management Information Systems:

MIS 342: Systems Analysis and Design

MIS 361: Information System Project Management

Marketing: (Even though only three will be counted toward the BA co-major/minor, we recommend that the students use their primary major or free business electives to complete all of the courses below in order to develop a solid foundation. Note that MKTG 366 and STAT 331 employ similar techniques and MKTG 367 and STAT 335 employ similar techniques.)

MKTG 326: Marketing Insights

MKTG 366: Customer Analytics

MKTG 367: Data-Driven Digital Marketing

STAT 331: Data Mining

STAT 335: Introduction to Experimental Design

Operations and Supply Chain Management:

ECON 350 [WI] : Applied Econometrics

ECON 360: Time Series Econometrics

STAT 331: Introduction to Data Mining for Business

STAT 335: Introduction to Experimental Design

MIS 342: Systems Analysis and Design

OPR 320: Linear Models for Decision Making

OPR 330: Advanced Decision Making and Simulation

OPR 340: Decision Models for the Public Sector

MKTG 366: Customer Analytics

MKTG 367: Data-Driven Digital Marketing

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing

Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 CIVC 101	1.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	
UNIV B101	1.0	Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151 General Education elective	3.0	
		16	15	17
				0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 VACATION	
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0	
COM 270	3.0 STAT 202	4.0 OPM 200	4.0	
STAT 201	4.0 Select one of the following: BIO 101 or 100 CHEM 151 PHYS 151	3.0 Any 200 - 399 English (ENGL) course	3.0	
		15	15	15
				0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ORGB 300	4.0 BSAN 360	4.0 MIS 343	4.0 VACATION	
PHIL 105	3.0 Primary Major course	4.0 Society and Culture elective	3.0	
Primary Major courses*	8.0 History elective	4.0 Primary Major courses*	8.0	
		15	15	15
				0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
UNIV B201	1.0 MGMT 450	4.0 BSAN 460	4.0	
Primary Major Course	4.0 STAT 331	4.0 Primary Major course	4.0	

Business Analytics elective	4.0 Primary Major course	4.0 Social Science elective	3.0
Fine Arts elective	3.0 Business Analytics elective	4.0 General Education electives	6.0
General Education elective	3.0		
		15	16
		17	

Total Credits 186

* See degree requirements (p. 10) for a list of business majors that may be completed in conjunction with the business analytics major.

4 year, 1 co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 CIVC 101	1.0	
ENGL 101 or 111	3.0 ENGL 102	3.0 COOP 101*	1.0	
MATH 101	4.0 MATH 102	4.0 ENGL 103 or 113	3.0	
UNIV B101	1.0	PSY 101 Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151 General Education elective	3.0	
		16	15	18
				0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 ORGB 300	4.0
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0 PHIL 105	3.0
COM 270	3.0 STAT 202	4.0 OPM 200	4.0 Primary Major courses**	8.0
STAT 201	4.0 Select one of the following: BIO 101 or 100 CHEM 151 PHYS 151	3.0 Any 200 - 399 English (ENGL) course	3.0	
		15	15	15
				15
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE*	COOP EXPERIENCE*	BSAN 360	4.0 MIS 343	4.0
		15	15	15
		15	15	15
				15

		Science elective	3.0	
	0	0	15	15
Fourth Year				
Fall	Credits	Winter	Credits	Spring
UNIV B201	1.0	MGMT 450	4.0	BSAN 460
Primary Major ** course	4.0	STAT 331	4.0	Primary Major ** course
Business Analytics elective	4.0	Primary Major ** course	4.0	Social Science elective
Fine Arts elective	3.0	Business Analytics elective	4.0	General Education electives
General Education elective	3.0			
	15	16	16	

Total Credits 186

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

** See degree requirements (p. 10) for a list of business majors that may be completed in conjunction with the business analytics major.

5 year, 3 co-op

First Year				
Fall	Credits	Winter	Credits	Spring
BUSN 101	4.0	BUSN 102	4.0	ACCT 115
ECON 201	4.0	ECON 202	4.0	COOP 101*
ENGL 101 or 111	3.0	ENGL 102 or 112	3.0	CIVC 101
MATH 101	4.0	MATH 102	4.0	ENGL 103 or 113
UNIV B101	1.0			PSY 101
				Select one of the following:
				BIO 101 or 101
				CHEM 151
				PHYS 151
				General Education elective
	16	15	18	0

Second Year				
Fall	Credits	Winter	Credits	Spring
COOP EXPERIENCE**	4.0	COOP EXPERIENCE**	4.0	ACCT 116
				4.0 INTB 200
				BLAW 201
				4.0 MIS 200
				COM 270
				3.0 STAT 202
				STAT 201
				4.0 Select one of the following:
				BIO 101 or 100
				CHEM 1
				PHYS 151
	0	0	15	15

Third Year				
Fall	Credits	Winter	Credits	Spring
COOP EXPERIENCE**	4.0	COOP EXPERIENCE**	4.0	FIN 301
				4.0 ORGB 300
				MKTG 201
				4.0 PHIL 105
				OPM 200
				4.0 Primary Major courses**
				Any 200 - 399 English (ENGL) course
				3.0
	0	0	15	15

Fourth Year				
Fall	Credits	Winter	Credits	Spring
COOP EXPERIENCE*	4.0	COOP EXPERIENCE*	4.0	BSAN 360
				4.0 MIS 343
				Primary Major ** course
				4.0 Society and Culture elective
				History elective
				4.0 Primary Major ** courses
				Science elective
				3.0
	0	0	15	15

Fifth Year				
Fall	Credits	Winter	Credits	Spring
UNIV B201	1.0	MGMT 450	4.0	BSAN 460
Primary Major ** course	4.0	STAT 331	4.0	Primary Major ** course
Business Analytics elective	4.0	Primary Major ** course	4.0	Social Science elective
Fine Arts elective	3.0	Business Analytics elective	4.0	General Education electives
General Education elective	3.0			
	15	16	16	

Total Credits 186

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Business Analytics Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)/ Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Hande Benson, PhD (*Princeton University*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Muge Capan, PhD (*North Carolina State University*). Associate Clinical Professor. Department of Decision Sciences & MIS. Data science, industrial engineering, predictive analytics in health care systems.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Chelsey Hill, PhD (*Georgia State University*). Assistant Clinical Professor. Department of Decision Sciences & MIS. Structural topic modeling, data quilting, knowledge diffusion.

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Merrill W. Liechty, PhD (*Duke University*). Clinical Professor. Bayesian statistics, portfolio selection, higher moment estimation, higher moment estimation, Markov Chain Monte Carlo

Arjan Raven, PhD (*University of Southern California*). Associate Clinical Professor. Department of Decision Sciences & MIS. Neuro-Information-Systems, task-technology fit, web-based

Matthew Schneider, PhD (*Cornell University*). Assistant Professor. Department of Decision Sciences & MIS. Data privacy, forecasting, time series.

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management

Business and Engineering

Major: Business and Engineering

Degree Awarded: Bachelor of Science in Business and Engineering (BSBAE)

Calendar: Quarter

Total Credit Hours: 184.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.1301

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The major in Business and Engineering combines two of Drexel's most exciting programs, linking business and engineering to provide students with expertise in both fields.

The program curriculum combines coursework in business and engineering, 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 quantitative decision-making within a business context, technology innovation management, and operations management. They complete a minor in business as well as a concentration in engineering. Graduates of this program will be well prepared to participate in innovative technological efforts in business.

Mission

The Bachelor of Science in Business and Engineering program provides 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, technology innovation management, and other functional business areas
- Complete a course of study in an engineering discipline 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 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 to improve the functioning of technically oriented businesses through operational competencies

About the Business Minors

All Business and Engineering students are required to complete a business minor under the curriculum, and they will have the ability to choose from any of the business minors that are currently offered by the LeBow College of Business:

- Accounting
- Business Analytics
- Business Consulting
- Economics
- Finance
- International Economics (<http://catalog.drexel.edu/undergraduate/schoolofeconomics/internationaleconomicsminor/>)
- Legal Studies (p. 110)
- Management Information Systems (p. 110)
- Marketing (p. 110)
- Operations & Supply Chain Management (p. 111)
- Organizational Management (p. 111)
- Sport Management (p. 112)
- Technology Innovation Management (p. 113)

About the Engineering Concentrations

All Business and Engineering students are required to complete an engineering concentration under the curriculum, and they will have the ability to choose from the following:

- Chemical Engineering
- Civil Engineering
- Electrical and Computer Engineering
- Mechanical Engineering
- General Engineering

For more information on the specific courses for the concentration, please refer to the Degree Requirements page (p. 15).

Additional Information

For more information about the program or to schedule an appointment, please contact the Department of Decision Sciences and MIS (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/decision-sciences-and-mis/>).

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 310 [WI]	Technical Communication (WI)	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
ENGR 231	Linear Engineering Systems	3.0
ENGR 232	Dynamic Engineering Systems	3.0
MATH 121	Calculus I	4.0
MATH 122	Calculus II	4.0
MATH 200	Multivariate Calculus	4.0
PHIL 105	Critical Reasoning	3.0
Select one of the following:		3.0-4.0
HIST 285	Technology in Historical Perspective	
PHIL 301	Business Ethics	
PHIL 315	Engineering Ethics	

UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0

Science and Computing Requirements

CHEM 101	General Chemistry I	3.5
CHEM 102	General Chemistry II	4.5
PHYS 101	Fundamentals of Physics I	4.0
PHYS 102	Fundamentals of Physics II	4.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 201	Introduction to Technology Innovation Management	4.0

MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior (WI)	4.0
STAT 205	Statistical Inference I	4.0
STAT 206	Statistical Inference II	4.0
Business and Engineering Focus		
Quantitative Decision Making in Business		
OPR 320	Linear Models for Decision Making	4.0
Select one of the following:		4.0
MKTG 366	Customer Analytics	
MKTG 367	Data-Driven Digital Marketing	
OPR 330	Advanced Decision Making and Simulation	
STAT 325	Six-Sigma Quality Implementation	
STAT 331	Introduction to Data Mining for Business	
Technology Innovation Management		
Select one of the following:		4.0
MGMT 301	Designing Innovative Organizations	
MGMT 302	Competing in Technology Industries	
MGMT 364	Technology Management	
Operations Management		
Select one of the following:		4.0
MIS 361	Information System Project Management	
OPM 315	Service Operations Management	
OPM 324	Operations Planning	
Engineering Requirements		
ENGR 111	Introduction to Engineering Design & Data Analysis	3.0
ENGR 113	First-Year Engineering Design	3.0
ENGR 131	Introductory Programming for Engineers	3.0
ENGR 220	Fundamentals of Materials	4.0
Business Minor *		16.0
Engineering Concentration **		15.0
Total Credits		184.0-185.0

* Students must take 4-5 LeBow courses to complete the requirements of a business minor. Students must select a minor from the following list:

- Accounting
- Economics
- Entrepreneurship
- Finance
- International Economics
- Legal Studies
- Management Information Systems
- Marketing
- Operations & Supply Chain Management
- Technology Innovation Management

** Students must select an engineering concentration and complete all five courses required for it:

- Electrical and Computer Engineering: ECE 105, ECE 200, ECE 201, and any two of (ECE 301, ECE 303, ECEE 302, ECEP 354, ECEP 380, ECES 301).
- Mechanical Engineering: MEM 202, (MEM 230 and MEM 238 and MEM 330 and MEM 333) or (ENGR 210 and MEM 220 and MEM 310 and MEM 345) or (MEM 238 and MEM 255 and MEM 345 and MEM 355) or (MEM 201 and MEM 230 and MEM 238 and MEM 333)
- Civil Engineering: ENGR 210, CAEE 202, CAEE 203, CAEE 212, MEM 202
- Chemical Engineering: ENGR 210 or CHE 330, CHE 211, CHE 212, CHE 230, CHE 220
- General Engineering: Any 5 courses from those listed for the above concentrations

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 CHEM 102	4.5 VACATION	
ENGL 101 or 111	3.0 CHEM 101	3.5 ENGL 103 or 113	3.0	
ENGR 111	3.0 ENGL 102 or 112	3.0 ENGR 113	3.0	
MATH 121	4.0 ENGR 131	3.0 MATH 200	4.0	
UNIV B101	1.0 MATH 122	4.0 MGMT 201	4.0	
	15	17.5	18.5	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 115	4.0 ACCT 116	4.0 ECON 201	4.0 VACATION	
CIVC 101	1.0 ENGR 232	3.0 ENGR 220	4.0	
ENGR 231	3.0 PHYS 102	4.0 MIS 200	4.0	
PHYS 101	4.0 STAT 206	4.0 OPM 321	4.0	
STAT 205	4.0			
	16	15	16	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 202	4.0 INTB 200	4.0 BLAW 201	4.0 VACATION	

FIN 301	4.0 ORGB 300	4.0 COM 310	3.0
MKTG 201	4.0 Business Minor elective	4.0 Engineering concentration *	3.0
OPR 320	4.0 Engineering concentration *	3.0 Business Minor elective	4.0
16		15	14

Fourth Year

Fall	Credits	Winter	Credits	Spring	Credits
PHIL 105	3.0	Select one of the following:	4.0	UNIV B201	1.0
Select one of the following:	4.0	MGMT 301	MGMT 450	4.0	
MKTG 366	MGMT 302	Select one of the following:	3.0-4.0		
MKTG 367	MGMT 364	HIST 285			
OPR 330	MIS 250	PHIL 315			
STAT 325	Select one of the following:	4.0	PHIL 301		
STAT 331	MIS 361	Engineering Concentration	4.0		
Engineering concentration *	3.0	OPM 315			
Business minor *	4.0	OPM 324			
	Engineering concentration *	3.0			
	Business minor *	4.0			
14		15	12-13		

Total Credits 184-185

4 year, 1 co-op

First Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	CHEM 102	4.5	VACATION	
ENGL 101 or 111	3.0	CHEM 101	3.5	COOP 101 *	1.0		
ENGR 111	3.0	ENGL 102 or 112	3.0	ENGL 103 or 113	3.0		
MATH 121	4.0	ENGR 131	3.0	ENGR 113	3.0		
UNIV B101	1.0	MATH 122	4.0	MATH 200	4.0		
		MGMT 201	4.0				
15		17.5	19.5				0

Second Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 115	4.0	ACCT 116	4.0	ECON 201	4.0	ECON 202	4.0
CIVC 101	1.0	ENGR 232	3.0	ENGR 220	4.0	FIN 301	4.0
ENGR 231	3.0	PHYS 102	4.0	MIS 200	4.0	MKTG 201	4.0
PHYS 101	4.0	STAT 206	4.0	OPM 200	4.0	OPR 320	4.0
STAT 205	4.0						
16		15	16	16			16

Third Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
INTB 200	4.0	BLAW 201	4.0	COOP EXPERIENCE *	COOP EXPERIENCE *		
ORGB 300	4.0	COM 310	3.0				
Business Minor elective	4.0	Engineering ** concentration	3.0				

Engineering ** concentration	3.0	Business Minor elective	4.0
15		14	0

Fourth Year

Fall	Credits	Winter	Credits	Spring	Credits
PHIL 105	3.0	Select one of the following:	4.0	UNIV B201	1.0
Select one of the following:	4.0	MGMT 301	MGMT 450	4.0	
MKTG 366	MGMT 302	Select one of the following:	3.0-4.0		
MKTG 367	MGMT 364	HIST 285			
OPR 330	MIS 250	PHIL 301			
STAT 325	Select one of the following:	4.0	PHIL 315		
STAT 331	MIS 361	Engineering concentration	3.0		
Engineering ** concentration	3.0	OPM 315			
Business minor **	4.0	OPM 324			
	Engineering ** concentration	3.0			
	Business minor **	4.0			
14		15	11-12		

Total Credits 184-185

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

** See degree requirements (p. 15).

5 year, 3 co-ops

First Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	CHEM 102	4.5	VACATION	
ENGL 101 or 111	3.0	CHEM 101	3.5	COOP 101 *	1.0		
ENGR 111	3.0	ENGL 102 or 112	3.0	ENGL 103 or 113	3.0		
MATH 121	4.0	ENGR 131	3.0	ENGR 113	3.0		
UNIV B101	1.0	MATH 122	4.0	MATH 200	4.0		
		MGMT 201	4.0				
15		17.5	19.5				0

Second Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 115	4.0	ACCT 116	4.0	COOP EXPERIENCE *	COOP EXPERIENCE *		
CIVC 101	1.0	ENGR 232	3.0				
ENGR 231	3.0	PHYS 102	4.0				
PHYS 101	4.0	STAT 206	4.0				
STAT 205	4.0						
16		15	0	0			0

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 201	4.0 ECON 202	4.0 COOP EXPERIENCE ⁺	COOP EXPERIENCE ⁺	
ENGR 220	4.0 FIN 301	4.0		
MIS 200	4.0 MKTG 201	4.0		
OPM 321	4.0 OPR 320	4.0		
	16	16	0	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTB 200	4.0 BLAW 201	4.0 COOP EXPERIENCE ⁺	COOP EXPERIENCE ⁺	
ORGB 300	4.0 COM 310	3.0		
Business Minor elective	4.0 Engineering concentration	3.0		
Engineering concentratic	3.0 Business minor elective	4.0		
	15	14	0	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
PHIL 105	3.0 Select one of the following:	4.0 UNIV B201	1.0	
Select one of the following:	4.0 MGMT 301	MGMT 450	4.0	
MKTG 366	MGMT 302	Select one of the following:	3.0-4.0	
MKTG 367	MGMT 364	HIST 285		
OPR 330	MIS 250	PHIL 315		
STAT 325	Select one of the following:	4.0 PHIL 301		
STAT 331	MIS 361	Engineering concentration	3.0	
Engineering concentration**	3.0 OPM 315			
Business minor**	4.0 OPM 324			
	Engineering concentration**	3.0		
	Business minor**	4.0		
	14	15	11-12	
Total Credits 184-185				

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

** See degree requirements (p. 15).

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Co-Op/Career Opportunities

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. To learn more about career opportunities and resources, see the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Decision Sciences & MIS Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)/ Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Hande Benson, PhD (*Princeton University*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Muge Capan, PhD (*North Carolina State University*). Associate Clinical Professor. Department of Decision Sciences & MIS. Data science, industrial engineering, predictive analytics in health care systems.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Anna Devlin, PhD (*University of Maryland, College Park*). Associate Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, revenue management, sustainable operations management.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Chelsey Hill, PhD (*Georgia State University*). Assistant Clinical Professor. Department of Decision Sciences & MIS. Structural topic modeling, data quilting, knowledge diffusion.

Seung-Lae Kim, PhD (*Penn State University*) *Department of Decision Sciences*. Professor. Inventory control, Production Planning and Control, Quality Management, Six-Sigma, Supply Chain Management

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Jeongsik Lee, PhD (*University of California Los Angeles*). Associate Professor. Economics of Innovation; Social networks; Technology management

Benjamin Lev, PhD (*Case Western Reserve University*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Matthew Reindorp, PhD (*University of Maryland College Park*) *Interim Department Head, Decision Sciences & MIS*. Associate Clinical Professor. Real Options, Simulation, Stochastic Processes, Supply Chain Finance, Supply Chain Management

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Wenjing Shen, PhD (*University of Michigan*) *Department of Decision Sciences*. Associate Professor. The interface of operations management and marketing; inventory management; supply chain management.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management

Esport Business

Major: Esport Business

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.0101

Standard Occupational Classification (SOC) code: 11-9199

About the Program

The BSBA in Esport Business is designed for students who plan to pursue careers in the esport industry. The major draws on the strengths of offerings in game design and game management and the required business administration core.

Students will master the knowledge and skills necessary for success in the increasing variety of esports organizations and businesses that service and are complimentary to the esport industry. The co-op option engages students with extensive experiential learning. Our Philadelphia location is optimal for accessing opportunities throughout the Northeast Corridor and beyond.

The program offers options covering a wide range of areas of study and students can match their skills, abilities, and interests with a specific niche within the sport industry. Students may choose a minor or create their own specialization and area of expertise in consultation their academic advisor and faculty.

Degree Requirements

Bachelor of Sciences in Business Administration (BSBA) Degree Requirements

General Education Requirements		
CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101 or ENGL 111	Composition and Rhetoric I: Inquiry and Exploratory Research English Composition I	3.0
ENGL 102 or ENGL 112	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing English Composition II	3.0
ENGL 103 or ENGL 113	Composition and Rhetoric III: Themes and Genres English Composition 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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts Elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100 or BIO 101	Applied Cells, Genetics & Physiology Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select 16 credits worth of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7 credits from any of the topics listed under Additional General Education Electives

Society and Culture	
Communication, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0

Science		
Computer Science, Information Systems, Science		3.0
Additional General Education Electives		
Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		7.0
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Free Electives		18.0
Major Requirements		
GMAP 101	Game Design Lab I	3.0
GMAP 260	Overview of Computer Gaming	3.0
SMT 120	The Business of Esport	4.0
SMT 230	Sports and the Law	4.0
SMT 270	Sports Facility Planning & Management	4.0
SMT 275	Sports Event Management	4.0
Choose one (1) from the following:		
GMAP 102	Game Design Lab II	
GMAP 345	Game Development Foundations	
Choose one (1) from the following:		
EAM 211	Strategic Management for Entertainment and Arts Management	
EAM 315	Content Strategies for Digital Products	
EAM 361	Law for Entertainment and Arts Management Managers	
Choose one (1) from the following:		
SMT 201	Sports Marketing, Promotion, and Public Relations	
SMT 262	Digital Sports Storytelling	
SMT 290	Digital Media in Sport	
SMT 340 [WI]	International Aspects of Sport	
Total Credits		180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study 4-Year, No co-op experience

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	
UNIV B101	1.0 MATH 102	4.0 Society and Culture Elective	3.0	
	16	16	17	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 VACATION	
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0	
History (HIST) Elective	4.0 SMT 110	4.0 ORGB 300	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 Social Science Elective	3.0	
BIO 101 or 101	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
SMT 120	4.0 GMAP 101	3.0 GMAP 260	3.0 VACATION	
MIS 200	4.0 PHIL 105	3.0 INTB 200	4.0	
OPM 200	4.0 SMT 230	4.0 Free Elective	4.0	
Science Elective	3.0 Free Electives	6.0 General Education Elective	4.0	
	15	16	15	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
SMT 270	4.0 UNIV B201	1.0 MGMT 450	4.0	
Free Elective	4.0 SMT 275	4.0 Free Elective	4.0	

General Education Elective	4.0 ENGL 200 - ENGL 399 course	3.0 Select one of the following:	4.0
Select one of the following:	3.0 Fine Arts Elective	3.0 SMT 20'	
GMAP 102	Select one of the following:	3.0 SMT 262	
GMAP 345	EAM 211	SMT 290	
	EAM 315	SMT 340	
	EAM 36		
	15	14	12

Total Credits 180

4 Year, One Co-op, Fall/Winter

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture Elective	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 SMT 120	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MIS 200	4.0
History (HIST) Elective	4.0 SMT 110	4.0 ORGB 300	4.0 OPM 200	4.0
Select one of the following:	3.0 Select one of the following:	3.0 Social Science Elective	3.0 Science Elective	3.0
BIO 100 or 101	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	GMAP 101	3.0 GMAP 260	3.0
		PHIL 105	3.0 INTB 200	4.0
		SMT 230	4.0 Free Elective	4.0
		Free Electives	6.0 General Education Elective	3.0
	0	0	16	14

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
SMT 270	4.0 SMT 275	4.0 MGMT 450	4.0
GMAP 102 or 345	3.0 UNIV B201	1.0 Free Elective	4.0
Free Elective	4.0 ENGL 200 - ENGL 399	3.0 Select one of the following:	4.0

General Education Elective	4.0 Fine Arts Elective	3.0 SMT 20'	
Select one of the following:	EAM 211	SMT 290	
	EAM 315	SMT 340	
	EAM 36		
	15	14	12

Total Credits 180

4 Year, 1 Co-op, Spring/Summer

First Year

Fall	Credits Winter	Credits Spring	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0
		Society and Culture Elective	3.0
	16	16	18

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 SMT 120	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MIS 200	4.0
History (HIST) Elective	4.0 SMT 110	4.0 ORGB 300	4.0 OPM 200	4.0
Select one of the following:	3.0 Select on of the following:	3.0 Social Science Elective	3.0 Social Science Elective	3.0
BIO 100	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151	PHYS 151, 170, or 175			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
GMAP 101	3.0 GMAP 260	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
PHIL 105	3.0 INTB 200	4.0		
SMT 230	4.0 Free Elective	4.0		
Free Electives	6.0 General Education Elective	3.0		
	16	14	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
GMAP 102 or 345	3.0 UNIV B201	1.0 MGMT 450	4.0
SMT 270	4.0 SMT 275	4.0 Free Elective	4.0
Free Elective	4.0 ENGL 200 - ENGL 399	3.0 Select one of the following:	4.0

General Education Elective	4.0 Fine Arts Elective	3.0	SMT 201
	Select one of the following:	3.0	SMT 262
	EAM 21		SMT 290
	EAM 315		SMT 340
	EAM 36		
		15	14
		12	

Total Credits 180

5 Year, 3 Co-ops, Fall/Winter

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	
UNIV B101	1.0 COOP 101	1.0 Society and Culture Elective	3.0	
	CIVC 101	1.0		
		16	17	17
				0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		History (HIS) elective	4.0 SMT 110	4.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100 or 101	
		CHEM 151	CHEM 151	
		PHYS 151, 170, or 175	PHYS 151, 170, or 175	
		0	15	14

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 SMT 120	4.0
		MKTG 201	4.0 MIS 200	4.0
		ORGB 300	4.0 OPM 200	4.0
		Social Science Elective	3.0 Science Elective	3.0
		0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	GMAP 101	3.0 GMAP 260	3.0
		PHIL 105	3.0 INTB 200	4.0
		SMT 230	4.0 Free Elective	4.0
		Free Electives	6.0 General Education Elective	3.0
		0	16	14

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
GMAP 102 or 345	3.0 UNIV B201	1.0 MGMT 450	4.0
SMT 270	4.0 SMT 275	4.0 Free Elective	4.0
Free Elective	4.0 ENGL 200 - ENGL 399 course	3.0 Select one of the following:	4.0
General Education Elective	4.0 Fine Arts Elective	3.0 SMT 201	
	Select one of the following:	3.0 SMT 262	
	EAM 211	SMT 290	
	EAM 315	SMT 340	
	EAM 36		
		15	14
			12

Total Credits 180

5 Year, 3 Co-ops, Spring/Summer

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101 (1)	1.0 MATH 102	4.0 PSY 101	3.0	
		Society and Culture Elective	3.0	
		16	16	18
				0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MATH 116	4.0 BLAW 201	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
STAT 201	4.0 COM 270	3.0		
History (HIST) Elective	4.0 SMT 110	4.0		
Select one of the following:	3.0 Select one of the following:	3.0		
BIO 100 or 101	BIO 101 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
		15	14	0
				0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 SMT 120	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
MKTG 201	4.0 MIS 200	4.0		
ORGB 300	4.0 OPM 200	4.0		
Social Science Elective	3.0 Science Elective	3.0		
		15	15	0
				0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
GMAP 101	3.0 GMAP 260	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
PHIL 105	3.0 INTB 200	4.0		
SMT 230	4.0 Free Elective	4.0		
Free Electives	6.0 General Education Elective	3.0		
	16	14	0	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
GMAP 102 or 345	3.0 SMT 275	4.0 MGMT 450	4.0
SMT 270	4.0 UNIV B201	1.0 Free Elective	4.0
Free Elective	4.0 ENGL 200 - ENGL 399 course	3.0 Select one of the following:	4.0
General Education Elective	4.0 Fine Arts Elective	3.0 SMT 201	
	Select one of the following:	3.0 SMT 262	
	EAM 211	SMT 290	
	EAM 315	SMT 340	
	EAM 36		
	15	14	12

Total Credits 180

Co-Op/Career Opportunities

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. To learn more about career opportunities and resources, see the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Finance

*Major: Finance**Degree Awarded: Bachelor of Science in Business Administration (BSBA)**Calendar Type: Quarter**Total Credit Hours: 180.0**Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)**Classification of Instructional Programs (CIP) code: 52.1399**Standard Occupational Classification (SOC) code: 11-3031;13-2011; 13-2031; 13-2051*

About the Program

Students with a major in finance learn the concepts and analytical techniques that are used in corporate finance, investments, and financial institutions. The major has an applied quantitative focus and prepares students for careers involving financial forecasting, budgeting, business analysis and valuation, investment research, wealth management, and banking. It also provides excellent preparation for various professional credentials, including the Chartered Financial Analyst (CFA®) designation and Certified Financial Planner (CFP®) certification.

Additional Information

For more information about the program, contact the Department of Finance (<http://www.lebow.drexel.edu/faculty-and-research/disciplines/finance/>).

Degree Requirements

All core mathematics and statistics courses should be completed before embarking on the upper-level finance major courses. A second course in business statistics, STAT 202 with a minimum grade of C, must be completed as a prerequisite for the major's required courses.

Because of the relevance of financial accounting to the field of finance, it is strongly recommended that finance students also complete ACCT 321 and ACCT 322 (*Financial Reporting I and II*) as two of their free electives.

Program Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective	ENGL 200 - ENGL 399	3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives

Society and Culture	
Communication, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0

Additional General Education Electives

Seven (7.0) credits must be earned by taking courses from the following topics:	7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science	

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0

BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
STAT 202	Business Statistics II	4.0
Free Electives		18.0
Required Finance Major Courses		
FIN 302	Intermediate Corporate Finance	4.0
FIN 321	Investment Securities & Markets	4.0
FIN 325	Financial Institutions and Markets	4.0
Select five of the following:		20.0
FIN 323	Risk Management	
FIN 330	Derivative Securities	
FIN 332	Investment Analysis	
FIN 335	Entrepreneurial Finance	
FIN 338	Money and Capital Markets	
FIN 339	Fintech	
FIN 340	Seminar in Finance	
FIN 341	Applied Portfolio Management	
FIN 342	Advanced Portfolio Management	
FIN 345	Mergers & Acquisitions	
FIN 346	Global Financial Management	
FIN 348	Corporate Financial Reporting to Executives	
FIN 440	Credit Risk Analysis	
FIN 450	Personal Wealth Management	
FIN T480	Special Topics in FIN	
REMD 375	Real Estate Finance	
REMD 410	Real Estate Investment and Asset Management	
SMT 375	Sport Finance	
Total Credits		180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	4.0
ECON 201	4.0	CIVC 101	1.0	ENGL 103 or 113	3.0		
ENGL 101 or 111	3.0	ECON 202	4.0	PSY 101	3.0		
MATH 101	4.0	ENGL 102 or 112	3.0	Society and Culture course*	3.0		
UNIV B101	1.0	MATH 102	4.0	General Education elective	3.0		
	16		16		16		0

Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 116	4.0	BLAW 201	4.0	FIN 301	4.0	VACATION	4.0
STAT 201	4.0	COM 270	3.0	MKTG 201	4.0		
History (HIST) elective	4.0	STAT 202	4.0	ORGB 300	4.0		
Select one of the following:	3.0	Select one of the following:	3.0	Social Science elective	3.0		
BIO 100 or 101	BIO 100 or 101						
CHEM 1	CHEM 1						
PHYS 151	PHYS 151						
	15		14		15		0

Third Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
FIN 302	4.0	FIN 321	4.0	FIN 325	4.0	VACATION	4.0
MIS 200	4.0	PHIL 105	3.0	INTB 200	4.0		
OPM 200	4.0	Free electives	6.0	Free elective	4.0		
Science Elective*	3.0		General Education elective*	3.0			
	15		13		15		0

Fourth Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
FIN Major courses	8.0	UNIV B201	1.0	MGMT 450	4.0		
Free electives	4.0	FIN Major cours es	8.0	FIN Major course	4.0		
General Education elective*	3.0	English Literature elective: ENGL 200 - ENGL 399	3.0	Free elective	4.0		
		Fine Arts elective	3.0	General Education elective*	3.0		
	15		15		15		0

Total Credits 180

* See degree requirements (<http://catalog.drexel.edu/undergraduate/collegeofbusiness/finance/undergraduate/collegeofbusiness/finance/#degreerequirementstext>).

4 year, 1 co-op (Fall/Winter)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101 ⁺	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Society and Culture elective ^{**}	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 FIN 302	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MIS 200	4.0
History (HIST) elective	4.0 STAT 202	4.0 ORGB 300	4.0 OPM 200	4.0
Select one of the following:	3.0 Select one of the following:	3.0 Social Science Elective	3.0 Science Elective ^{**}	3.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151			
	15	14	15	15

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE ⁺	COOP EXPERIENCE ⁺	FIN 321	4.0 FIN 325	4.0
		PHIL 105	3.0 INTB 200	4.0
		Free Electives	6.0 Free Elective	4.0
			General Education Elective ^{**}	3.0
	0	0	13	15

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
Finance Electives	8.0 UNIV B201	1.0 MGMT 450	4.0	
Free Electives	4.0 Finance Elective	8.0 Finance Elective	4.0	
General Education Elective ^{**}	4.0 ENGL 200-ENGL 399 Course	3.0 Free Elective	4.0	
	Fine Arts Elective	3.0		
	16	15	12	

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

** See degree requirements (<http://catalog.drexel.edu/undergraduate/collegeofbusiness/finance/undergraduate/collegeofbusiness/finance/#degreerequirementstext>).

5 year, 3 co-op (Fall/Winter)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101 ⁺	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture course ^{**}	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE ⁺	COOP EXPERIENCE ⁺	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		History Elective	4.0 STAT 202	4.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100 or 101	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	15	14

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE ⁺	COOP EXPERIENCE ⁺	FIN 301	4.0 FIN 302	4.0
		MKTG 201	4.0 MIS 200	4.0
		ORGB 300	4.0 OPM 200	4.0
		Social Science Elective	3.0 Science Elective ^{**}	3.0
	0	0	15	15

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE ⁺	COOP EXPERIENCE ⁺	FIN 321	4.0 FIN 325	4.0
		PHIL 105	3.0 INTB 200	4.0
		Free Electives	6.0 Free Elective	4.0
			General Education Elective ^{**}	3.0
	0	0	13	15

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
Finance Elective	8.0 UNIV B201	1.0 MGMT 450	4.0	
Free Elective	4.0 ENGL 200-ENGL 399 Course	3.0 Finance Elective	4.0	
General Education Elective ^{**}	4.0 Finance Elective	8.0 Free Elective	4.0	

Fine Arts Elective	3.0		
	16	15	12

Total Credits 180

- * COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

Co-op/Career Opportunities

The finance program at Drexel prepares students for careers in corporate financial management, the investment industry, and banking. Typical careers include consultant, financial advisor, securities trader, and analyst positions in investment banking, credit risk, capital markets, and private equity.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) for more detailed information on co-op and post-graduate opportunities. Also visit the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Finance Faculty

David A. Becher, PhD (*Pennsylvania State University*) *Department of Finance*. Professor. Mergers and acquisitions, corporate governance, financial institutions.

Jie Cai, PhD (*University of Iowa*) *Department of Finance*. Associate Professor. Investment banking, mergers and acquisitions, corporate finance and corporate governance.

Naveen Daniel, PhD (*Arizona State University*). Associate Professor. Corporate governance, mutual funds, hedge funds.

Daniel Dorn, PhD (*Columbia University*) *Department of Finance*. Associate Professor. Capital markets and investments; behavioral finance.

Eliezer M. Fich, PhD (*New York University*) *Department of Finance*. Professor. Empirical topics in corporate finance.

Joseph Kalmenovitz, PhD (*New York University*). Assistant Professor. Financial regulation; corporate finance; law and economics; labor.

Michelle Lowry, PhD (*University of Rochester*) *TD Bank Endowed Professor*. Professor. Empirical corporate finance, including initial public offerings, mergers, and corporate governance

Edward Nelling, PhD, CFA (*University of Pennsylvania-Wharton*) *Department Head*. Professor. Investments; corporate finance; real estate finance.

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

Patricia Robak, PhD (*Lehigh University*) *Department of Finance*. Clinical Professor. Investments, money and banking, international finance.

Diana Sandberg, MS (*Drexel University*). Associate Clinical Professor. Portfolio management, derivatives, investment management.

Bradford Sodowick, MBA, MD (*University of Pennsylvania*). Assistant Clinical Professor. Corporate finance, healthcare finance.

Samuel H. Szewczyk, PhD (*Pennsylvania State University*). Associate Professor. Corporate governance, mergers and acquisitions, financial engineering, investment banking, financial institutions.

Martin Thomas, PhD, CFA (*Pennsylvania State University*). Associate Clinical Professor. Data science; mutual fund performance; valuation methods.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Emeritus Faculty

Thomas Chi-Nan Chiang, PhD (*The Pennsylvania State University*) *Marshall M. Austin Professor of Finance*. Professor. International finance; time series analysis of financial data; econometric modeling & forecasting; financial markets; international risk management; monetary theory; macroeconomics; emerging markets; and global country funds.

Michael Gombola, PhD (*University of South Carolina*) *Department Chair, Finance*. Professor. Stock offerings and repurchases, mergers, acquisitions, and restructuring; working capital management, time series analysis; options and derivatives, financial statement analysis.

Ralph Walkling, PhD (*University of Maryland*) *Stratakis Professor of Corporate Governance, Department of Finance*. Professor Emeritus. Corporate governance, mergers and acquisitions.

General Business

Major: General Business

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021; 11-2022; 11-3011; 11-9199

About the Program

The major in general business equips students with a thorough understanding of theory and practice in the fundamental areas of business such as accounting, economics, finance, management, and marketing. This major is intended for business students who wish to gain breadth within their undergraduate studies. Students will develop the skills and competencies necessary for success across a diverse spectrum of business organizations.

Students selecting the major in general business should choose eight courses from at least five of the following fields: accounting (ACCT (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/acct/>)), economics (ECON (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/econ/>)), finance (FIN (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/fin/>)), human resource management (HRMT (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/hrmt/>)), international business (INTB (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/intb/>)), legal studies (BLAW (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/blaw/>)), management (MGMT (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/mgmt/>)), marketing (MKTG (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/mktg/>)), management information systems (MIS (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/mis/>)), business statistics (STAT (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/stat/>)), organizational behavior (ORGB (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/orgb/>)), operations research (OPR (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/opr/>)), operations management (OPM (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/opm/>)), real estate management and development (REMD (p. 52)) and sport business (SPBS (<http://catalog.drexel.edu/coursedescriptions/quarter/undergrad/smt/>)).

Please note that students pursuing this degree option are not eligible to obtain a business co-major or business minor.

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development *	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	

ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English Literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select 16.0 credits general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture		
Communication, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Additional General Education Electives		
Seven (7.0) credits must be earned by taking 4 courses from the following topics:		7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Major Requirements **

Eight required courses	32.0
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Free electives	18.0
Total Credits	180.0

- * Students not participating in co-op will not take COOP 101; 1 credit of Free Elective will be added in place of COOP 101. COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.
- ** Students selecting the major in general business should choose eight courses from at least five of the following fields: accounting, economics, finance, human resource management, international business, legal studies, management, marketing, management information systems, business statistics organizational behavior, operations research, operations management, real estate management and development, and sport business.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

4 year, no co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 ENGL 103 or 113	3.0	
ENGL 101 or 111	3.0 ECON 202	4.0 PSY 101	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 Select one of the following:	3.0	
UNIV B101	1.0 MATH 102	4.0 BIO 100 or 101		
		CHEM 151		
		PHYS 151		
		General Education elective	3.0	
	16	16	16	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 VACATION	
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0	

COM 270	3.0 Select one of the following:	4.0 OPM 200	4.0	
STAT 201	4.0	BUSN 451	English Literature elective (ENGL 200 - ENGL 399)	3.0
		MGMT 260		
		MGMT 451		
		STAT 202		
		Select one of the following:	3.0	
		BIO 100 or 101		
		CHEM 151		
		PHYS 151		
	15	15	15	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PHIL 105	3.0 Major Elective courses	8.0 Major Elective courses	8.0 VACATION	
ORGB 300	4.0 Fine Arts elective	3.0 Social Science elective	3.0	
Major Elective courses	8.0 History (HIST) elective	3.0 Society and Culture elective	3.0	
	Science elective	3.0		
	15	17	14	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
UNIV B201	1.0 MGMT 450	4.0 General Education elective	3.0	
Major course	4.0 Major Elective	4.0 Free electives	9.0	
Free electives	7.0 General Education elective	3.0		
General Education elective	3.0 Free elective	3.0		
	15	14	12	

Total Credits 180

4 year, 1 co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 ENGL 103 or 113	3.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 PSY 101	3.0	
MATH 101	4.0 ECON 202	4.0 Select one of the following:	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 BIO 100 or 101		
	MATH 102	4.0 CHEM 151		
		PHYS 151		

		General Education elective	3.0	
	16	17	16	0
Second Year				
Fall	Credits	Winter	Credits	Spring
ACCT 116	4.0	INTB 200	4.0	FIN 301
BLAW 201	4.0	MIS 200	4.0	MKTG 201
COM 270	3.0	Select one of the following:	4.0	OPM 200
STAT 201	4.0	BUSN 4	3.0	English Literature elective (ENGL 200 - ENGL 399)
		MGMT 260		
		MGMT 451		
		STAT 202		
		Select one of the following:	3.0	
		BIO 100 or 101		
		CHEM 1		
		PHYS 151		
	15	15	15	15
Third Year				
Fall	Credits	Winter	Credits	Spring
Major Electives	8.0	Major electives	8.0	COOP EXPERIENCE
Fine Arts elective	3.0	Social Science elective	3.0	
History (HIST) elective	3.0	Society and Culture elective	3.0	
Science elective	3.0			
	17	14	0	0
Fourth Year				
Fall	Credits	Winter	Credits	Spring
UNIV B201	1.0	MGMT 450	4.0	General Education elective
Major elective	4.0	Major elective	4.0	Free electives
Free electives	6.0	General Education elective	3.0	
General Education elective	3.0	Free elective	3.0	
	14	14	12	
Total Credits 180				

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

5 year, 3 co-ops

First Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	
ECON 201	4.0	CIVC 101	1.0	ENGL 103 or 113	3.0		
ENGL 101 or 111	3.0	COOP 101	1.0	PSY 101	3.0		
MATH 101	4.0	ECON 202	4.0	Select one of the following:	3.0		
UNIV B101	1.0	ENGL 102 or 112	3.0	BIO 100 or 101			
		MATH 102	4.0	CHEM 151			
				PHYS 151			
				General Education elective	3.0		
	16	17	16				0

Second Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 116	4.0	INTB 200	4.0	COOP EXPERIENCE	4.0	COOP EXPERIENCE	
BLAW 201	4.0	MIS 200	4.0				
COM 270	3.0	Select one of the following:	4.0				
STAT 201	4.0	BUSN 4	3.0				
		MGMT 260					
		MGMT 451					
		STAT 202					
		Select one of the following:	3.0				
		BIO 100 or 101					
		CHEM 151					
		PHYS 151					
	15	15	0				0

Third Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
FIN 301	4.0	PHIL 105	3.0	COOP EXPERIENCE	4.0	COOP EXPERIENCE	
MKTG 201	4.0	ORGB 300	4.0				
OPM 200	4.0	Major electives	8.0				
English Literature elective (ENGL 200 - 399)	3.0						
	15	15	0				0

Fourth Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
Major electives	8.0	Major electives	8.0	COOP EXPERIENCE	4.0	COOP EXPERIENCE	
Fine Arts elective	3.0	Social Science elective	3.0				
History (HIST) elective	3.0	Society and Culture elective	3.0				
Science elective	3.0						
	17	14	0				0

Fifth Year			
Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 General Education elective	3.0
Major elective	4.0 Major elective	4.0 Free electives	9.0
General Education elective	3.0 General Education elective	3.0	
Free electives	6.0 Free elective	3.0	
	14	14	12
Total Credits 180			

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

Co-Op/Career Opportunities

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. To learn more about career opportunities and resources see the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

General Business Faculty

Jodi Cataline, MBA (*University of Delaware*). Associate Clinical Professor. Global classrooms, Financial literacy

Dana D'Angelo, CPA (*Drexel University*). Clinical Professor. Global classrooms and use of backchannel research

Susan Epstein, MBA (*Drexel University*). Associate Clinical Professor. Research surrounding the development writing in first year business students

Christopher Finnin, EdD (*Drexel University*) *Director, General Business Studies*. Associate Clinical Professor. Student engagement, learning communities, writing across the curriculum

Eric Rios, MBA, M.ED (*Eastern University, Drexel University*). Assistant Clinical Professor. Research on the needs of first generation college students

Legal Studies

Major: Legal Studies

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 22.0201

Standard Occupational Classification (SOC) code: 23-1011

About the Program

Law is pervasive in all aspects of business and life. The major in 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.

Although the major in legal studies will benefit those interested in pursuing a career in law, it is not intended solely for students aspiring to attend law school. This major enhances any business student's perspective on the impact of legal issues within their respective professions.

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 the law to the 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.

Additional Information

For more information about the program, contact the Department of Legal Studies (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/legal-studies/>).

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements		
CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0

or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts Elective		3.0
History (HIST) Elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	
General Education Electives		
Students select (16.0 credits) general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives		
Society and Culture		
Communications, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Additional General Education Requirements		
Seven (7.0) credits must be earned by taking courses from the following topics:		7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		
Free Electives		18.0
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Legal Studies Major Degree Requirements

Select eight of the following:		32.0
BLAW 202	Business Law II	
BLAW 321	Law of Business Organizations	
BLAW 330	Real Estate Law	
BLAW 334	Labor Law	
BLAW 338	Government Regulation and Business	
BLAW 340	International Business Law	
BLAW 342	Criminal Law	
BLAW 346	Entrepreneurial Law	
BLAW 348	White Collar Crime	
BLAW 356	Legal Issues in Corporate Governance	
BLAW 358	Employment Law	
BLAW 360	Intellectual Property and Cyber Law	
Total Credits		180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study**4 year, no coop**

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	
UNIV B101	1.0 MATH 102	4.0 Society and Culture elective	3.0	
	16	16	17	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 VACATION	
STAT 201	4.0 MIS 200	4.0 MKTG 201	4.0	
History (HIST) elective	4.0 Social Science elective	3.0 ORGB 300	4.0	

Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151, 170, or 175	3.0 Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151, 170, or 175	3.0 ENGL 200 - ENGL 399	3.0
15		14	15

Third Year

Fall	Credits Winter	Credits Spring	Credits
COM 270	3.0 PHIL 105	3.0 Legal Studies (BLAW) electives	8.0
INTB 200	4.0 Legal Studies (BLAW) elective	4.0 Science elective	3.0
OPM 200	4.0 General Education elective	4.0 Free elective	4.0
Legal Studies (BLAW) elective	4.0 Select one of the following: MGMT 260 MGMT 370 MGMT 371 ORGB 420 STAT 202	4.0	
15		15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
Legal Studies (BLAW) electives	8.0 MGMT 450	4.0 UNIV B201	1.0
General Education elective	4.0 Legal Studies (BLAW) elective	4.0 Legal Studies (BLAW) elective	4.0
Free elective	4.0 Free electives	6.0 Fine Arts elective Free elective	3.0 4.0
16		14	12

Total Credits 180

4 years, 1 coop

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 ENGL 103 or 113	3.0	
ENGL 101 or 111	3.0 COOP 101	1.0 PSY 101	3.0	
MATH 101	4.0 ECON 202	4.0 BSAN 160	4.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture elective	3.0	
16		17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 Legal Studies (BLAW) elective	4.0
STAT 201	4.0 MIS 200	4.0 MKTG 201	4.0 INTB 200	4.0
History (HIST) elective	4.0 Social Sciences elective	3.0 ORGB 300	4.0 COM 270	3.0
Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151, 170, or 175	3.0 Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151, 170, or 175	3.0 ENGL 200 - ENGL 399	3.0 OPM 200	4.0
15		14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0 Legal Studies (BLAW) electives	8.0
		Legal Studies (BLAW) elective	4.0 Science elective	3.0
		General Education elective	4.0 Free elective	4.0
		Select one of the following: MGMT 260 MGMT 370 MGMT 371 ORGB 420 STAT 202	4.0	
0		0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
Legal Studies (BLAW) electives	8.0 Legal Studies (BLAW) elective	4.0 Legal Studies (BLAW) elective	4.0
General Education elective	3.0 MGMT 450	4.0 UNIV B201	1.0
Free elective	4.0 Free electives	6.0 Free elective	4.0
		Fine Arts elective	3.0
15		14	12

Total Credits 180

5 years, 3 coops

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	

UNIV B101	1.0 COOP 101	1.0 Society & Culture Elective	3.0	
	CIVC 101	1.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 MIS 200	4.0
		History (HIST) Elective	4.0 Social Science Elective	3.0
		Select one of the following: BIO 100 or 101	3.0 Select one of the following: BIO 100 or 101	3.0
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	15	14

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 Legal Studies (BLAW) Major Course	4.0
		MKTG 201	4.0 INTB 200	4.0
		ORGB 300	4.0 OPM 200	4.0
		ENGL 200 - ENGL 399 Course	3.0 COM 270	3.0
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0 Legal Studies (BLAW) Major Course	4.0
		Legal Studies (BLAW) Major Course	4.0 Legal Studies (BLAW) Major Course	4.0
		General Education Elective	4.0 Science Elective	3.0
		Select one of the following: MGMT 260 MGMT 370 MGMT 371 MGMT 372 MGMT 380 ORGB 420 SMT 372 STAT 202	4.0 Free Elective	4.0
	0	0	15	15

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
Legal Studies (BLAW) Major Course	4.0 Legal Studies (BLAW) Major Course	4.0 Legal Studies (BLAW) Major Course	4.0
	4.0 MGMT 450	4.0 UNIV B201	1.0
General Education Elective	3.0 Free Electives	6.0 Free Elective	4.0
Free Elective	4.0	Fine Arts Elective	3.0
	15	14	12

Total Credits 180

* See degree requirements (p. 30).

Co-Op/Career Opportunities

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The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

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Legal Studies Faculty

Richard P. Freedman, JD, LL.M. (*Temple University*) *Department of Legal Studies*. Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Andrew Genetta, JD (*Cleveland-Marshall College of Law*). Associate Clinical Professor.

Rosalie S. Kreider, JD (*Villanova University*) *Head of Department of Legal Studies*. Clinical Professor. Business law, international business law, commercial transactions.

Natalie Pedersen, JD (*Harvard University*) *Department of Legal Studies*. Associate Professor. Employment law; employment discrimination; implicit bias.

Steven R. Sher, JD (*Georgetown University Law Center*) *Department of Legal Studies*. Associate Professor. Business law, product liability, negligence, medical malpractice.

Emeritus Faculty

Neal Orkin, JD (*Temple University*) *Department of Legal Studies*. Associate Professor Emeritus. Intellectual property rights of employed inventors and authors; labor relations.

Management Information Systems

Major: Management Information Systems

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.1201

Standard Occupational Classification (SOC) code: 11-3021

About the Major

Management Information Systems (MIS) is about managing how and why people, organizations, and markets apply, design, and deploy information technology to achieve tactical and strategic business goals. MIS is about the integration of both areas of expertise and applying the power of technology to solving business problems.

The major in management information systems prepares students for opportunities in the information technology field and business. 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 Decision Sciences and MIS (<https://www.lebow.drexel.edu/academics/undergraduate/areas-of-study/management-information-systems/>), the major 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.

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements		
CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives		
Students select (16.0 credits) general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives		
Society and Culture		
Communication, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Additional General Education Electives		
Seven (7.0) credits must be earned by taking courses from the following topics:		7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	

ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Management Information Systems Major Required Courses		
MIS 342	Systems Analysis and Design	4.0
MIS 343	Database Design and Implementation	4.0
Select six of the following: **		24.0
BSAN 360	Programming for Data Analytics	
MGMT 302 or MGMT 364	Competing in Technology Industries or Technology Management	
MIS 346	Management Information Systems Strategy	
MIS 347	Domestic and Global Outsourcing Management	
MIS 351	Introduction to Programming for Business in C#	
MIS 352	Advanced Business Programming with ASP.Net	
MIS 361	Information System Project Management	
MIS 364	Information Security Systems Management	
Free Electives		18.0
Total Credits		180.0

* Students not taking co-op will take 1.0 additional credit of Free elective.

** Students select from the following courses, or any other course at LeBow with the program manager's permission.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	

	16	16	17	0
UNIV B101	1.0 MATH 102	4.0 Society and Culture elective	3.0	
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COM 270	3.0 VACATION	
STAT 201	4.0 MIS 200	4.0 INTB 200	4.0	
HIST (HIST) elective	4.0 Social Science elective	3.0 MKTG 201	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 OPM 200	4.0	
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	0

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 MIS 342	4.0 MIS 343	4.0 VACATION	
ORGB 300	4.0 PHIL 105	3.0 Manager Information Systems (MIS) elective	4.0	
Science elective	3.0 Management Information Systems (MIS) elective	4.0 General Education elective	3.0	
Free elective	4.0 Free elective	4.0 Free elective	4.0	
	15	15	15	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
Management Information Systems (MIS) electives	8.0 MGMT 450	4.0 UNIV B201	1.0	
General Education elective	4.0 Manager Information Systems (MIS) elective	4.0 Manager Information Systems (MIS) elective	4.0	
Select one of the following:	4.0 ENGL 200 - ENGL 399 course	3.0 Fine Arts elective	3.0	
MGMT 260	Free elective	3.0 Free elective	4.0	
MGMT 370				
MGMT 371				
ORGB 420				
STAT 202				
	16	14	12	
Total Credits 180				

4 year, 1 co-op (Fall/Winter)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture elective	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COM 270	3.0 FIN 301	4.0
STAT 201	4.0 MIS 200	4.0 INTB 200	4.0 ORGB 300	4.0
History (HIST) elective	4.0 Social Science elective	3.0 MKTG 201	4.0 Science elective	3.0
Select one of the following:	3.0 Select one of the following:	3.0 OPM 200	4.0 Free elective	4.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	15

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	MIS 342	4.0 MIS 343	4.0
		PHIL 105	3.0 Manager Information Systems (MIS) elective	4.0
		Management Information Systems (MIS) elective	4.0 General Education elective	3.0
		Free elective	4.0 Free elective	3.0
	0	0	15	14

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
Management Information Systems (MIS) electives	8.0 MGMT 450	4.0 UNIV B201	1.0	
General Education elective	4.0 Manager Information Systems (MIS) elective	4.0 Manager Information Systems (MIS) elective	4.0	
Select one of the following:	4.0 ENGL 200 - ENGL 399 course	3.0 Fine Arts elective	3.0	
MGMT 260	Free elective	3.0 Free elective	4.0	
MGMT 370				
MGMT 371				

ORGB 420			
STAT 202			
	16	14	12

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

4 year, 1 co-op (Spring/Summer)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101*	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Society and Culture elective	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COM 270	3.0 FIN 301	4.0
STAT 201	4.0 MIS 200	4.0 INTB 200	4.0 ORGB 300	4.0
History (HIST) elective	4.0 Social Science elective	3.0 MKTG 201	4.0 Science elective	3.0
Select one of the following:	3.0 Select one of the following:	3.0 OPM 200	4.0 Free elective	4.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	15

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 342	4.0 MIS 343	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
PHIL 105	3.0 Manager Information Systems (MIS) elective	4.0		
Management Information Systems (MIS) elective	4.0 General Education elective	3.0		
Free elective	4.0 Free elective	3.0		
	15	14	0	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
Management Information (MIS) electives	8.0 MGMT 450	4.0 UNIV B201	1.0	

General education elective	4.0 Manager Information Systems (MIS) elective	4.0 Manager Information Systems (MIS) elective	4.0
Select one of the following:	4.0 ENGL 200 - ENGL 399 course	3.0 Fine Arts elective	3.0
MGMT 260	Free elective	3.0 Free elective	4.0
MGMT 370			
MGMT 371			
ORGB 420			
STAT 202			
	16	14	12

Total Credits 180

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5 year, 3 co-op (Fall/Winter)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture elective	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 MIS 200	4.0
		History (HIST) elective	4.0 Social Science elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100 or 101	
		CHEM 151	CHEM 151	
		PHYS 151, 170, or 175	PHYS 151, 170, or 175	
	0	0	15	14

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	COM 270	3.0 FIN 301	4.0
		INTB 200	4.0 ORGB 300	4.0
		MKTG 201	4.0 Science elective	3.0
		OPM 200	4.0 Free elective	4.0
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	MIS 342	4.0 MIS 343	4.0
		PHIL 105	3.0 Manager Information Systems (MIS) elective	4.0
		Management Information Systems (MIS) elective	4.0 General Education elective	3.0
		Free elective	4.0 Free elective	3.0
	0	0	15	14

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
Management Information Systems (MIS) electives	8.0 MGMT 450	4.0 UNIV B201	1.0
General Education elective	4.0 Manager Information Systems (MIS) elective	4.0 Manager Information Systems (MIS) elective	4.0
Select one of the following:	4.0 ENGL 200 - ENGL 399	3.0 Fine Arts elective	3.0
MGMT 260	Free elective	3.0 Free elective	4.0
MGMT 370			
MGMT 371			
ORGB 420			
STAT 202			
	16	14	12

Total Credits 180

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5 year, 3 co-op (Spring/Summer)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101*	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Society and Culture elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
STAT 201	4.0 MIS 200	4.0		

History (HIST) elective	4.0 Social Science elective	3.0		
Select one of the following:	3.0 Select one of the following:	3.0		
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	0	0

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COM 270	3.0 FIN 301	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
INTB 200	4.0 ORGB 300	4.0		
MKTG 201	4.0 Science elective	3.0		
OPM 200	4.0 Free elective	4.0		
	15	15	0	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 342	4.0 MIS 343	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
PHIL 105	3.0 Managemer Information Systems (MIS) elective	4.0		
Management Information Systems (MIS) elective	4.0 General Education elective	3.0		
Free elective	4.0 Free elective	3.0		
	15	14	0	0

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
Management Information Systems (MIS) electives	8.0 MGMT 450	4.0 UNIV B201	1.0	
General Education elective	4.0 Managemer Information Systems (MIS) elective	4.0 Managemer Information Systems (MIS) elective	4.0	
Select one of the following:	4.0 ENGL 200 - ENGL 399 course	3.0 Fine Arts elective	3.0	
MGMT 260	Free elective	3.0 Free elective	4.0	
MGMT 370				
MGMT 371				
ORGB 420				
STAT 202				
	16	14	12	

Total Credits 180

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Co-op/Career Opportunities

Career opportunities exist in a wide range of business settings. Students prepare for careers as managers of information resource units, or as staff members who develop and support computer systems.

Recent Management Information System (MIS) graduates have gone on to work for many types of businesses and other organizations. Some job titles include: Management Consultants, IS Business Analysts, IT Project Management, IT Consultants, IT Systems Managers, Systems Analysts. Some MIS students also choose to continue their studies with an MBA; recent Drexel MIS graduates are now attending Columbia, Princeton, and the University of Pennsylvania.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. Also visit the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

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Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Decision Sciences & MIS Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)

Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Hande Benson, PhD (*Princeton University*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Muge Capan, PhD (*North Carolina State University*). Associate Clinical Professor. Department of Decision Sciences & MIS. Data science, industrial engineering, predictive analytics in health care systems.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Anna Devlin, PhD (*University of Maryland, College Park*). Associate Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, revenue management, sustainable operations management.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Chelsey Hill, PhD (*Georgia State University*). Assistant Clinical Professor. Department of Decision Sciences & MIS. Structural topic modeling, data quilting, knowledge diffusion.

Seung-Lae Kim, PhD (*Penn State University*) *Department of Decision Sciences*. Professor. Inventory control, Production Planning and Control, Quality Management, Six-Sigma, Supply Chain Management

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Jeongsik Lee, PhD (*University of California Los Angeles*). Associate Professor. Economics of Innovation; Social networks; Technology management

Benjamin Lev, PhD (*Case Western Reserve University*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Matthew Reindorp, PhD (*University of Maryland College Park*) *Interim Department Head, Decision Sciences & MIS*. Associate Clinical Professor. Real Options, Simulation, Stochastic Processes, Supply Chain Finance, Supply Chain Management

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Wenjing Shen, PhD (*University of Michigan*) *Department of Decision Sciences*. Associate Professor. The interface of operations management and marketing; inventory management; supply chain management.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management

Marketing

Major: Marketing

Degree Awarded: Bachelor of Science in Business Administration (BSBA)
Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.1401

Standard Occupational Classification (SOC) code: 11-2021

About the Program

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 an organization's activities from the customer's viewpoint.

A major in marketing prepares students for the many opportunities that exist in product and brand management, marketing research, advertising, digital marketing, customer analytics, retailing, channel management, logistics and physical distribution, professional personal selling and sales management, marketing planning and analysis, public relations, marketing entrepreneurship, and new-product development.

Additional Information

For more information about the major, contact the Department of Marketing (<http://www.lebow.drexel.edu/academics/disciplines/marketing/>).

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0

or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0

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

General Education Electives

Students select (16.0) credits of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives

Society and Culture		
Communication, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0

Additional General Education Electives

Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science.

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0

MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Marketing Major Required Course

MKTG 326	Marketing Insights	4.0
MKTG 356	Consumer Behavior	4.0
MKTG 380	Seminar in Marketing Strategy	4.0
Select five of the following:		20.0
MKTG 321	Selling and Sales Management	

MKTG 322	Advertising & Integrated Marketing Communications	
MKTG 324	Marketing Channels and Distribution Systems	
MKTG 344	Professional Personal Selling	
MKTG 347	New Product Development	
MKTG 348	Services Marketing	
MKTG 351	Marketing for Non-Profit Organizations	
MKTG 355	Interactive Marketing	
MKTG 357	Global Marketing	
MKTG 362	Brand and Reputation Management	
MKTG 364	Marketing for New Ventures	
MKTG 365	Digital Marketing	
MKTG 366	Customer Analytics	
MKTG 367	Data-Driven Digital Marketing	
MKTG 368	Corporate Responsibility Management	

Free Electives	18.0
Total Credits	180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	
ECON 201	4.0	CIVC 101	1.0	BSAN 160	4.0		
ENGL 101	3.0	ECON 202	4.0	ENGL 103	3.0		
or 111				or 113			
MATH 101	4.0	ENGL 102	3.0	PSY 101	3.0		
		or 112					
UNIV B101	1.0	MATH 102	4.0	Society and Culture elective	3.0		
		16		16		17	
						0	
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 116	4.0	BLAW 201	4.0	FIN 301	4.0	VACATION	
STAT 201	4.0	COM 270	3.0	MKTG 201	4.0		

History (HIST) elective	4.0 INTB 200	4.0 ORGB 300	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 course	3.0	
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 200	4.0 PHIL 105	3.0 Marketing (MKTG) electives	8.0 VACATION	
OPM 200	4.0 Marketing (MKTG) elective	4.0 General Education elective	4.0	
Marketing (MKTG) elective	4.0 Free elective	4.0 Free elective	4.0	
Science elective	3.0 Select one of the following:	4.0		
	MGMT 260			
	MGMT 370			
	MGMT 371			
	ORGB 420			
	STAT 202			
	15	15	16	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
MGMT 450	4.0 MKTG 380	4.0 Marketing (MKTG) elective	4.0
Marketing (MKTG) electives	8.0 UNIV B201	1.0 Free electives	10.0
Fine Arts elective	3.0 General Education elective	4.0	
	Social Science elective	3.0	
	15	12	14

Total Credits 180

4 year, 1 co-op (Fall/Winter)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture elective	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 MIS 200	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 OPM 200	4.0
History (HIST) elective	4.0 INTB 200	4.0 ORGB 300	4.0 Marketing (MKTG) elective	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 course	3.0 Science elective	3.0
BIO 101 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0 Marketing (MKTG) electives	8.0
		Marketing (MKTG) elective	4.0 General Education elective	3.0
		Free elective	4.0 Free elective	4.0
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		ORGB 420		
		STAT 202		
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
MGMT 450	4.0 MKTG 380	4.0 Marketing (MKTG) elective	4.0
Marketing (MKTG) electives	8.0 UNIV B201	1.0 Free electives	10.0
Fine Arts elective	3.0 General Education elective	4.0	
	Social Science elective	3.0	
	15	12	14

Total Credits 180

4 year, 1 co-op (Spring/Summer)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	

		Society and Culture elective	3.0	
	16	16	18	0

Second Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 116	4.0	BLAW 201	4.0	FIN 301	4.0	MIS 200	4.0
STAT 201	4.0	COM 270	3.0	MKTG 201	4.0	OPM 200	4.0
History (HIST) elective	4.0	INTB 200	4.0	ORGB 300	4.0	Marketing (MKTG) elective	4.0
Select one of the following:	3.0	Select one of the following:	3.0	ENGL 200 - ENGL 399 course	3.0	Science elective	3.0
BIO 100 or 101		BIO 100 or 101					
CHEM 151		CHEM 151					
PHYS 151, 170, or 175		PHYS 151, 170, or 175					
	15		14		15		15

Third Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
PHIL 105	3.0	Marketing (MKTG) electives	8.0	COOP EXPERIENCE	8.0	COOP EXPERIENCE	8.0
Marketing (MKTG) elective	4.0	General education elective	3.0				
Free elective	4.0	Free elective	4.0				
Select one of the following:	4.0						
MGMT 260							
MGMT 370							
MGMT 371							
ORGB 420							
STAT 202							
	15		15		0		0

Fourth Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
MGMT 450	4.0	MKTG 380	4.0	Marketing (MKTG) elective	4.0		
Marketing (MKTG) electives	8.0	UNIV B201	1.0	Free electives	10.0		
Fine Arts elective	3.0	General Education elective	4.0				
		Social Science elective	3.0				
	15		12		14		

Total Credits 180

5 year, 1 co-op (Fall/Winter)

First Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	4.0
ECON 201	4.0	CIVC 101	1.0	ENGL 103 or 113	3.0		
ENGL 101 or 111	3.0	COOP 101	1.0	PSY 101	3.0		

MATH 101	4.0	ECON 202	4.0	BSAN 160	4.0		
UNIV B101	1.0	ENGL 102 or 112	3.0	Society and Culture elective	3.0		

		MATH 102	4.0				
	16		17		17		0

Second Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0	BLAW 201	4.0		
		STAT 201	4.0	COM 270	3.0		
		History (HIST) elective	4.0	INTB 200	4.0		
		Select one of the following:	3.0	Select one of the following:	3.0		
		BIO 100 or 101		BIO 100 or 101			
		CHEM 151		CHEM 151			
		PHYS 151, 170, or 175		PHYS 151, 170, or 175			
	0		0		15		14

Third Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0	MIS 200	4.0		
		MKTG 201	4.0	OPM 200	4.0		
		ORGB 300	4.0	Marketing (MKTG) elective	4.0		
		ENGL 200 - ENGL 399 course	3.0	Science elective	3.0		
	0		0		15		15

Fourth Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0	Marketing (MKTG) electives	8.0		
		Marketing (MKTG) elective	4.0	General Education elective	3.0		
		Free elective	4.0	Free elective	4.0		
		Select one of the following:	4.0				
		MGMT 260					
		MGMT 370					
		MGMT 371					
		ORGB 420					
		STAT 202					
	0		0		15		15

Fifth Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
MGMT 450	4.0	MKTG 380	4.0	Marketing (MKTG) elective	4.0		
Marketing (MKTG) electives	8.0	UNIV B201	1.0	Free electives	10.0		
Fine Arts elective	3.0	General Education elective	4.0				

Social Science elective	3.0		
	15	12	14

Total Credits 180

5 year, 3 co-op (Spring/Summer)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 COOP 101	1.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	
UNIV B101	1.0 MATH 102	4.0 BSAN 160	4.0	
		Society and Culture elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
STAT 201	4.0 COM 270	3.0		
History (HIST) elective	4.0 INTB 200	4.0		
Select one of the following:	3.0 Select one of the following:	3.0		
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	0	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 MIS 200	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
MKTG 201	4.0 OPM 200	4.0		
ORGB 300	4.0 Marketing (MKTG) elective	4.0		
ENGL 200 - ENGL 399 course	3.0 Science elective	3.0		
	15	15	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PHIL 105	3.0 Marketing (MKTG) electives	8.0 COOP EXPERIENCE	COOP EXPERIENCE	
Marketing (MKTG) elective	4.0 General Education elective	3.0		
Free elective	4.0 Free elective	4.0		
Select one of the following:	4.0			
MGMT 260				
MGMT 370				

MGMT 371			
ORGB 420			
STAT 202			
	15	15	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
MGMT 450	4.0 MKTG 380	4.0 Marketing (MKTG) elective	4.0
Marketing (MKTG) electives	8.0 UNIV B201	1.0 Free electives	10.0
Fine Arts elective	3.0 General Education elective	4.0	
	Social Science elective	3.0	
	15	12	14

Total Credits 180

Co-op/Career Opportunities

Marketing opportunities abound in all types of organizations — including manufacturing firms, wholesalers, retail stores, Internet firms, service organizations, banking and financial institutions, law and accounting firms, hospitals, colleges and universities, museums, chambers of commerce, professional sports teams, government agencies, charitable foundations, churches, political campaigns, and countless other settings. Any organization that seeks to reach a particular audience or consumer group needs the skills of marketers.

There are many specialized jobs in marketing, including product and brand managers, marketing researchers, advertising executives, pricing analysts, direct (non-store) marketers, Internet marketers, professional buyers, manufacturing agents, transportation and distribution managers, industrial and consumer salespeople, stockbrokers, sales managers, college enrollment managers, wholesalers, retailers, marketing planners, sales forecasters, marketing cost analysts, public relations managers, media and event planners, sales promotion managers, trade show or exhibit marketers, new product development managers, management consultants, digital marketers, marketing data analytics and international marketers.

Co-op Experiences

When students complete their co-op jobs, they are asked to write an overview of their experiences. These brief quotes are taken from some recent student reports:

Marketing research assistant, manufacturing firm: “Assisted in the development of new products, which included gathering information concerning competitive products, markets, pricing. Conducted testing of new products. Assisted in special projects. . .gained good experience.”

Retail analyst, producer of luxury home products: “Supported the sales and production divisions. Tracked weekly and monthly sales information. Developed product placement charts for forecasting. Assisted in maintaining productivity reports. Developed and presented a window treatment market analysis.”

Activity-based management (ABM) analyst, pharmaceuticals manufacturer: “Supported the ABM team (5 people). Member of two sub-project teams. Maintained full participation on both sub-teams while still maintaining responsibilities on core team. Developed proficiencies in re-

engineering methodologies, activity-based costing methodologies, and support of change management. . .included as a full team member. ”

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. Also visit the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building’s organization unites the school’s various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building’s upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Marketing Faculty

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Lawrence Duke, MBA (*Harvard Business School*). Associate Clinical Professor. International marketing and strategy, new product development, business-to-business marketing, marketing of financial services.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

William Halvena, PhD (*Columbia University*). Associate Clinical Professor. Quantitative Marketing, Marketing Research, Consumer Behavior

Jillian Hmurovic Assistant Professor. Decision-making, time architecture, social impact.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

Chen Wang, PhD (*University of British Columbia*). Associate Professor. Consumer curiosity, self-regulation and goals, sensory perception.

Emeritus Faculty

Rolph E. Anderson, PhD (*University of Florida*) *Royal H. Gibson Sr. Professor of Marketing*. Professor Emeritus. Personal selling and sales management; multivariate data analysis; customer relationship management (CRM); customer satisfaction and customer loyalty.

Bert Rosenbloom, PhD (*Temple University*) *Rauth Chair of Electronic Commerce*. Professor Emeritus. Marketing channels and distribution systems, electronic commerce, inter-organizational marketing management, wholesale and retail distribution, marketing strategy and planning.

Operations & Supply Chain Management

Major: Operations & Supply Chain Management
Degree Awarded: Bachelor of Science in Business Administration (BSBA)
Calendar Type: Quarter
Total Credit Hours: 180.0
Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)
Classification of Instructional Programs (CIP) code: 52.0205
Standard Occupational Classification (SOC) code: 11-3051

About the Program

The major in Operations and Supply Chain Management is designed to prepare students for work as managers or specialists in the operations of manufacturing or service systems. Companies worldwide are competing

in very different ways and very different environments than they were in the past because of technological advances. Operations, supply chain management, and logistics are key functions through which companies can gain strategic advantage, and companies are hiring graduates to drive innovations for their new economic surroundings. In this major, courses drawing on the foundations and the state of the art for both manufacturing and service industries allow students to craft a course of study that can meet the new demands.

Additional Information

For more information about the program, students should contact the Department of Decision Sciences and MIS (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/decision-sciences-and-mis/>).

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives

Society and Culture		
Communication, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0

Additional General Education Electives

Seven (7.0) credits must be earned by taking courses from the following topics: 7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0

BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0

MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Operations and Supply Chain Management Major Requirements

OPM 315	Service Operations Management	4.0
OPM 324	Operations Planning	4.0
OPM 341	Supply Chain Management	4.0
OPR 320	Linear Models for Decision Making	4.0
Select four of the following:		16.0

MGMT 301	Designing Innovative Organizations	
MGMT 364	Technology Management	
OPM 342	Sustainable Supply Chain Management and Logistics	
OPM 343	Managing Queues for Service Operations	
OPM 344	Revenue Management	
OPM 399	Operations & Supply Chain Management Industry Project	
OPR 330	Advanced Decision Making and Simulation	
OPR 340	Decision Models for the Public Sector	
STAT 325	Six-Sigma Quality Implementation	
STAT 331	Introduction to Data Mining for Business	
STAT 335	Introduction to Experimental Design	

Free Electives	18.0
Total Credits	180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>). Students scheduling their courses can also conduct a search for courses

with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

5 year, 3 co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	
UNIV B101	1.0 COOP 101	1.0 Society & Culture Elective	3.0	
	CIVC 101	1.0		
	16	17	17	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		History Elective	4.0 INTB 200	4.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100 or 101	
		CHEM 1	CHEM 1	
		PHYS 151	PHYS 151	
	0	0	15	14
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	MIS 200	4.0 FIN 301	4.0
		OPM 200	4.0 ORGB 300	4.0
		MKTG 201	4.0 Science Elective	3.0
		ENGL 200 - ENGL 399 Course	3.0 Free Elective	4.0
	0	0	15	15
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	OPM 324	4.0 OPM 315	4.0
		OPR 320	4.0 Operations & Supply Chain Managemer Elective	4.0
		PHIL 105	3.0 Social Science Elective	3.0
		Free Elective	4.0 Free Electives	4.0
	0	0	15	15
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 OPM 341	4.0 STUDENT CLASSIFIED AS GRADUATE	

Operations & Supply Chain Managemer Elective	4.0 General Education Elective	4.0 Fine Arts Elective	3.0
General Education Elective	3.0 Operations & Supply Chain Management Elective	4.0 Free Elective	4.0
Free Elective	3.0	Operations & Supply Chain Managemer Elective	4.0
Select one of the following:	3.0		
	MGMT 260		
	MGMT 370		
	MGMT 371		
	MGMT 372		
	MGMT 380		
	ORGB 420		
	SMT 372		
	STAT 202		
	14	12	15

Total Credits 180

4 year, 1 co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 ECON 202	4.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
MATH 101	4.0 MATH 102	4.0 PSY 101	3.0	
UNIV B101	1.0 COOP 101	1.0 Society & Culture Elective	3.0	
	CIVC 101	1.0		
	16	17	17	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 MIS 200	4.0 FIN 301	4.0
STAT 201	4.0 COM 270	3.0 OPM 200	4.0 ORGB 300	4.0
History Elective	4.0 INTB 200	4.0 MKTG 201	4.0 Science Elective	3.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 Course	3.0 Free Elective	4.0
	BIO 100 or 101	BIO 100 or 101		
	CHEM 1	CHEM 1		
	PHYS 151	PHYS 151		
	15	14	15	15
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	OPM 324	4.0 OPM 315	4.0
		OPR 320	4.0 Operations & Supply Chain Managemer Elective	4.0

		PHIL 105	3.0 Social Science Elective	3.0
		Free Elective	4.0 Free Electives	4.0
	0	0	15	15
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 OPM 341	4.0 STUDENT CLASSIFIED AS GRADUATE	
Operations & Supply Chain Managemer Elective	4.0 Operations & Supply Chain Managemer Elective	4.0 Fine Arts Elective	3.0	
General Education Elective	3.0 General Education Elective	4.0 Free Elective	3.0	
Free Elective	3.0	Operations & Supply Chain Management Elective	4.0	
Select one of the following:	4.0			
MGMT 260				
MGMT 370				
MGMT 371				
MGMT 372				
MGMT 380				
ORGB 420				
SMT 372				
STAT 202				
	15	12	14	0

Total Credits 180

4 Year, no co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	
UNIV B101	1.0 MATH 102	4.0 Society & Culture Elective	3.0	
	16	16	17	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 MIS 200	4.0 VACATION	
STAT 201	4.0 COM 270	3.0 OPM 200	4.0	
History Elective	4.0 INTB 200	4.0 MKTG 201	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 course	3.0	
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			

	PHYS 151	PHYS 151, 170, or 175		
	15	14	15	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 OPM 324	4.0 OPM 315	4.0 VACATION	
ORGB 300	4.0 OPR 320	4.0 Operations & Supply Chain Managemer Elective	4.0	
Science Elective	3.0 PHIL 105	3.0 Social Science Elective	3.0	
Free Elective	4.0 Free Elective	4.0 Free Elective	4.0	
	15	15	15	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 OPM 341	4.0 STUDENT CLASSIFIED AS GRADUATE	
Free elective	3.0 Operations & Supply Chain Management Elective	4.0 Fine Arts Elective	3.0	
General Education elective	4.0 General Education Elective	4.0 Free electives	3.0	
Operations & Supply Chain Management Elective	4.0	Operations & Supply Chain Management Elective	4.0	
Select one of the following:	4.0			
MGMT 260				
MGMT 372				
MGMT 380				
MGMT 370				
MGMT 371				
MGMT 451				
STAT 202				
SMT 372				
	16	12	14	0

Total Credits 180

Co-op/Career Opportunities

Operations and Supply Chain Management students go on to work in a variety of fields including manufacturing, product planning, and research and development. The #4 and #6 on the Top 10 Best Business Jobs in the US News and World Report rankings are operations analysts and logistics analysts. According to the Bureau of Labor Statistics (<https://www.bls.gov/>), the number of jobs in operations and supply chain management will grow 13-22% over the next 7 years. The Operations and Supply Chain Management major is the top BSBA Major in LeBow for job placement satisfaction. The average starting salary of our graduates is \$50,667.

Co-op Placements

Operations and Supply Chain Management majors land some of the most prestigious and highest paying co-op assignments. Our co-op employers include:

- Estee Lauder
- PECO Energy
- Johnson & Johnson
- Bimbo Bakeries
- Exelon Corporation

The average weekly co-op salary is \$517.

Additional Information

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. Also visit the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Decision Sciences & MIS Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)/

Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Hande Benson, PhD (*Princeton University*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Muge Capan, PhD (*North Carolina State University*). Associate Clinical Professor. Department of Decision Sciences & MIS. Data science, industrial engineering, predictive analytics in health care systems.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Anna Devlin, PhD (*University of Maryland, College Park*). Associate Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, revenue management, sustainable operations management.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Chelsey Hill, PhD (*Georgia State University*). Assistant Clinical Professor. Department of Decision Sciences & MIS. Structural topic modeling, data quilting, knowledge diffusion.

Seung-Lae Kim, PhD (*Penn State University*) *Department of Decision Sciences*. Professor. Inventory control, Production Planning and Control, Quality Management, Six-Sigma, Supply Chain Management

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Jeongsik Lee, PhD (*University of California Los Angeles*). Associate Professor. Economics of Innovation; Social networks; Technology management

Benjamin Lev, PhD (*Case Western Reserve University*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Matthew Reindorp, PhD (*University of Maryland College Park*) *Interim Department Head, Decision Sciences & MIS*. Associate Clinical Professor. Real Options, Simulation, Stochastic Processes, Supply Chain Finance, Supply Chain Management

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Wenjing Shen, PhD (*University of Michigan*) *Department of Decision Sciences*. Associate Professor. The interface of operations management and marketing; inventory management; supply chain management.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management

Organizational Management

Co-Major: Organizational Management

Degree Awarded: Bachelor of Science in Business Administration (BSBA) Calendar Type: Quarter

Total Credit Hours: 186.0

Classification of Instructional Programs (CIP) code: 52.0206

Standard Occupational Classification (SOC) code: 11-9199; 11-9151

The Organizational Management program is a co-major that must be taken in conjunction with the following majors Accounting, Finance, International Business, Legal Studies, Management Information Systems, Marketing, Operations and Supply Chain Management, Real Estate Management and Development or Sport Business.

About the Program

The co-major in "Organizational Management" is designed for students with varied backgrounds who seek to develop knowledge and skills in leadership, teamwork, and communication. These organizational management skills are intended to supplement core technical skills in majors such as Finance, Accounting, Marketing, Supply Chain Management, etc. The curriculum provides students with a foundation of skills for effectively working with others in a variety of contexts and situations.

Learning Goals

Upon completing the co-major, students will be able to:

- Discover important insights about oneself as a leader and develop a self-awareness of strengths and opportunities for personal growth
- Manage career and networks to achieve personal growth
- Develop the skills and competencies needed to lead effectively in today's dynamic and diverse environment
- Increase conceptual understanding of leadership in different types of situations and facing different types of challenges
- Learn how to influence and manage conflict within organizations
- Identify various approaches and imperatives for leading teams
- Recognize ethical dilemmas in management practice and how to infuse ethical standards within a group or team
- Learn how to effectively function within a team and lead a team for success
- Recognize how human factors can both distort and enhance the process of managerial decision making

- Understand how the changing nature of work (e.g., global, technological, etc.) influences choices about design and practices within organizations

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
	English Literature elective	3.0
	Fine Arts elective	3.0
	History elective	4.0
	Select two of the following:	6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives * 16.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
	Select one of the following:	4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Primary Major Courses ** 32.0

Organizational Management Requirements

ORGB 320	Leadership: Theory and Practice	4.0
ORGB 400	Team Development and Leadership	4.0

ORGB 420	Negotiations and Conflict Resolution	4.0
ORGB 430	Strategic Career Development	4.0
Organizational Management Electives		
Select two of the following:		8.0
HRMT 323	Principles of Human Resource Administration	
MGMT 301	Designing Innovative Organizations	
MGMT 370	For-Profit Business Consulting	
MGMT 364	Technology Management	
ORGB 370	Dynamic Team Consulting	
Total Credits		186.0

- * COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major. Students not participating in co-op will not take COOP 101; 1 credit of Free Elective will be added in place of COOP 101.
- ** Students select (16.0 credits) general education electives, with a minimum of one course in each of the following three 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)
- *** Students completing the Organizational Management co-major (requirements listed above) must do so in conjunction with a primary business major. Students must select a primary major from the following list (Accounting, Finance, Legal Studies, International Business, Management Information Systems, Marketing, or Operations & Supply Chain Management.)

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	4.0
ECON 201	4.0	CIVC 101	1.0	BSAN 160	4.0		
ENGL 101 or 111	3.0	ECON 202	4.0	ENGL 103 or 113	3.0		
MATH 101	4.0	ENGL 102 or 112	3.0	PSY 101	3.0		
UNIV B101	1.0	MATH 102	4.0	Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151	3.0		
	16		16		17		0
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 116	4.0	INTB 200	4.0	ENGL 200 - ENGL 399	3.0	VACATION	4.0
BLAW 201	4.0	MIS 200	4.0	FIN 301	4.0		
COM 270	3.0	Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151 Social Science elective	3.0	MKTG 201	4.0		
STAT 201	4.0	BIO 100 or 101 CHEM 151 PHYS 151 Social Science elective	4.0	OPM 200	4.0		
	15		14		15		0
Third Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ORGB 300	4.0	ORGB 400	4.0	ORGB 420	4.0	VACATION	4.0
ORGB 320	4.0	HIST elective	4.0	Primary major courses	8.0		
PHIL 105	3.0	Primary major courses	8.0	Society and Culture elective	3.0		
Primary major course	4.0						
	15		16		15		0
Fourth Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ORGB 430	4.0	MGMT 450	4.0	Select one of the following: MGMT 260	4.0		
UNIV B201	1.0	Select one of the following: Fine Arts elective General Education elective Primary major course	3.0	HRMT 323	3.0	MGMT 365	3.0
		MGMT 301	3.0	MGMT 370	3.0		
		MGMT 370	4.0	MGMT 371	4.0		

MGMT 451		STAT 202	
Primary major course	4.0	Select one of the following:	4.0
Science or Computer Science elective	3.0	HRMT 323	
		MGMT 301	
		MGMT 370	
		Primary major course	4.0
		General Education electives	5.0
15	15		17

Total Credits 186

* Students not participating in co-op will not take COOP 101; 1 credit of Free Elective will be added in place of COOP 101.

4 year, 1 co-op

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Select one of the following:	3.0	
	MATH 102	4.0 BIO 100 or 101		
		CHEM 151		
		PHYS 1:		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 ORGB 300	4.0
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0 ORGB 320	4.0
COM 270	3.0 Select one of the following:	3.0 OPM 200	4.0 PHIL 105	3.0
STAT 201	4.0 BIO 100 or 101	ENGL 200 - ENGL 399	3.0 Primary major course	4.0
	CHEM 151			
	PHYS 151			
	Social Science elective	3.0		
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE*	COOP EXPERIENCE*	ORGB 400	4.0 ORGB 420	4.0
		HIST elective	4.0 Primary major courses	8.0
		Primary major courses	8.0 Society and Culture elective	3.0
	0	0	16	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
ORGB 430	4.0 MGMT 450	4.0 Select one of the following:	4.0
UNIV B201	1.0 Select one of the following:	4.0 MGMT 365	
Fine Arts elective	3.0 HRMT 323	MGMT 370	
General Education elective	3.0 MGMT 301	MGMT 370	
Primary major course	4.0 MGMT 370	MGMT 371	
	MGMT 451	STAT 202	
	Primary major course	4.0 Select one of the following:	4.0
	Science or Computer Science elective	3.0 HRMT 323	
		MGMT 301	
		MGMT 370	
		General Education electives	4.0
		Primary major course	4.0
	15	15	16

Total Credits 186

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

5 year, 3 co-op

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Select one of the following:	3.0	
	MATH 102	4.0 BIO 100 or 101		
		CHEM 151		
		PHYS 151		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE*	COOP EXPERIENCE*	ACCT 116	4.0 INTB 200	4.0
		BLAW 201	4.0 MIS 200	4.0
		COM 270	3.0 Select one of the following:	3.0

		STAT 201	4.0	BIO 100 or 101	
				CHEM 151	
				PHYS 151	
				Social Science elective	3.0
	0	0	15		14
Third Year					
Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
COOP EXPERIENCE*	COOP EXPERIENCE*	FIN 301	4.0 ORGB 300	4.0	
		MKTG 201	4.0 ORGB 320	4.0	
		OPM 200	4.0 PHIL 105	3.0	
		ENGL 200 - ENGL 399	3.0 Primary major course	4.0	
	0	0	15		15
Fourth Year					
Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
COOP EXPERIENCE*	COOP EXPERIENCE*	ORGB 400	4.0 ORGB 420	4.0	
		HIST elective	4.0 Primary major courses	8.0	
		Primary major courses	8.0 Society and Culture elective	3.0	
	0	0	16		15
Fifth Year					
Fall	Credits Winter	Credits Spring	Credits		
ORGB 430	4.0 MGMT 450	4.0 Select one of the following:	4.0		
UNIV B201	1.0 Select one of the following:	4.0 MGMT 260			
Fine Arts elective	3.0 HRMT 323	MGMT 365			
General Education elective	3.0 MGMT 301	MGMT 370			
Primary major course	4.0 MGMT 370	MGMT 371			
	MGMT 451	STAT 202			
	Primary major course	4.0 Select one of the following:	4.0		
	Science or Computer Science elective	3.0 HRMT 323			
		MGMT 301			
		MGMT 370			
		General Education electives	4.0		
		Primary major course	4.0		
	15	15	16		
Total Credits 186					

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

Organizational Management Faculty

Lauren D'Innocenzo, PhD (*University of Connecticut*). Associate Professor. Team effectiveness, contextual influences, emergent team dynamics, shared leadership, multi-level modeling, and groups/teams.

Cuneyt Gozu, PhD (*University of Albany*). Associate Clinical Professor. Attitudes; Groups/Teams; Leadership; Motivation; Power and Influence

David Kurz, EdD (*University of Pennsylvania*). Associate Clinical Professor. Business Education; Groups/Teams; Leadership; Supply Chain Leadership.

Mary Mawritz, PhD (*University of Central Florida*). Associate Professor. Abusive supervision; deviant behavior; leadership.

Christian Resick, PhD (*Wayne State University*). Associate Professor. Groups/Teams; Leadership; Organizational Culture and Fit; Personality.

Jonathan C. Ziegert, PhD (*University of Maryland*) *Management Department*. Associate Professor. Attitudes; Diversity; Groups/Teams; Leadership; Organizational Culture and Fit.

Wendy van Ginkel, PhD (*Eramus University Rotterdam*) *Management Department*. Associate Professor. Team dynamics; Knowledge sharing; Diversity; Team cognition.

Daan van Knippenberg, PhD (*Leiden University*) *Joseph F. Rocereto Professor, Academic Director of the Institute of Strategic Leadership*. Professor. Leadership; Diversity; Teams; Team Innovation.

Emeritus Faculty

Jeffery Greenhaus, PhD (*New York University*). Professor Emeritus. Career Management Stress Work Life Balance/Conflict

Joan Weiner, PhD (*University of Pennsylvania*). Professor Emerita. Organizational Behavior: Experiences and Cases

Real Estate Management and Development

Major: Real Estate Management and Development

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 52.1501

Standard Occupational Classification (SOC) code: 11-9141

About the Program

This program focuses on the business aspects of real estate operations, management, and development. Students will learn to apply critical decision-making skills in courses in real estate finance, asset management, law, and sustainability. The program provides significant

exposure to Philadelphia’s diverse real estate market and interaction with industry professionals.

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements		
CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	
General Education Electives		
Students select (16.0) credits of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives		
Society and Culture		
Communication, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Additional General Education Electives		
Seven (7.0) credits must be earned by taking courses from the following topics:		7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0

STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Free Electives		18.0
Real Estate Management & Development (REMD) Major Courses		
BLAW 330	Real Estate Law	4.0
MGMT 210	Research Methods I	2.0
MGMT 211	Research Methods II	2.0
REMD 110	Introduction to Real Estate Management	4.0
REMD 320	Sustainability in the Built Environment	4.0
REMD 375	Real Estate Finance	4.0
REMD 410	Real Estate Investment and Asset Management	4.0
REMD 491	Senior Capstone in Real Estate Management & Development	4.0
REMD T480	Special Topics in REMD	4.0
Total Credits		180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	
ECON 201	4.0	CIVC 101	1.0	BSAN 160	4.0		
ENGL 101	3.0	ECON 202	4.0	ENGL 103	3.0		
or 111				or 113			
MATH 101	4.0	ENGL 102	3.0	PSY 101	3.0		
		or 112					
UNIV B101	1.0	MATH 102	4.0	Society and Culture elective	3.0		
	16		16		17		0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 ENGL 200 - ENGL 399	3.0 VACATION	
STAT 201	4.0 COM 270	3.0 FIN 301	4.0	
History (HIST) elective	4.0 INTB 200	4.0 MKTG 201	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 ORGB 300	4.0	
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	0

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 330	4.0 PHIL 105	3.0 REMD 375	4.0 VACATION	
MIS 200	4.0 REMD T480	4.0 General Education elective	4.0	
OPM 200	4.0 REMD 320	4.0 Free electives	6.0	
REMD 110	4.0 Select one of the following:	4.0		
	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 372			
	MGMT 380			
	ORGB 420			
	SMT 372			
	STAT 202			
	16	15	14	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
REMD 410	4.0 MGMT 210	2.0 UNIV B201	1.0	
REMD 491	4.0 MGMT 211	2.0 Free electives	12.0	
Fine Arts elective	3.0 MGMT 450	4.0		
Science elective	3.0 General Education elective	4.0		
	Social Science elective	3.0		
	14	15	13	

Total Credits 180

4 year, 1 co-op (Fall/Winter)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	

UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture elective	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 ENGL 200 - ENGL 399 course	3.0 BLAW 330	4.0
STAT 201	4.0 COM 270	3.0 FIN 301	4.0 MIS 200	4.0
History (HIST) elective	4.0 INTB 200	4.0 MKTG 201	4.0 OPM 200	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ORGB 300	4.0 REMD 110	4.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	16

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0 REMD 375	4.0
		REMD 320	4.0 General Education elective	4.0
		REMD T480	4.0 Free electives	6.0
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	0	0	15	14

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
REMD 410	4.0 MGMT 210	2.0 UNIV B201	1.0	
REMD 491	4.0 MGMT 211	2.0 Free electives	12.0	
Fine Arts elective	3.0 MGMT 450	4.0		
Science elective	3.0 General Education elective	3.0		
	Social Science elective	3.0		
	14	14	13	

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

4 year, 1 co-op (Spring/Summer)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101*	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Society and Culture elective	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 ENGL 200 - ENGL 39 course	3.0 BLAW 330	4.0
STAT 201	4.0 COM 270	3.0 FIN 301	4.0 MIS 200	4.0
History (HIST) elective	4.0 INTB 200	4.0 MKTG 201	4.0 OPM 200	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ORGB 300	4.0 REMD 110	4.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	16

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PHIL 105	3.0 REMD 375	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
REMD 320	4.0 General Education elective	4.0		
REMD T480	4.0 Free electives	6.0		
Select one of the following:	4.0			
MGMT 260				
MGMT 370				
MGMT 371				
MGMT 372				
MGMT 380				
ORGB 420				
SMT 372				
STAT 202				
	15	14	0	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
REMD 410	4.0 MGMT 210	2.0 UNIV B201	1.0	
REMD 491	4.0 MGMT 211	2.0 Free electives	12.0	
Fine Arts elective	3.0 MGMT 450	4.0		
Science elective	3.0 General Education elective	3.0		

Social Science elective	3.0		
	14	14	13

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

5 year, 3 co-op (Fall/Winter)

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture elective	3.0	
		MATH 102	4.0	
	16	17	17	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		History (HIST) elective	4.0 INTB 200	4.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100 or 101	
		CHEM 151	CHEM 151	
		PHYS 151, 170, or 175	PHYS 151, 170, or 175	
	0	0	15	14

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ENGL 200 - ENGL 399 course	3.0 BLAW 330	4.0
		FIN 301	4.0 MIS 200	4.0
		MKTG 201	4.0 OPM 200	4.0
		ORGB 300	4.0 REMD 110	4.0
	0	0	15	16

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0 REMD 375	4.0
		REMD 320	4.0 General Education elective	4.0
		REMD T480	4.0 Free electives	6.0
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		

MGMT 371			
MGMT 372			
MGMT 380			
ORGB 420			
SMT 372			
STAT 202			
0	0	15	14

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
REMD 410	4.0 MGMT 210	2.0 UNIV B201	1.0
REMD 491	4.0 MGMT 211	2.0 Free electives	12.0
Fine Arts elective	3.0 MGMT 450	4.0	
Science elective	3.0 General Education elective	3.0	
	Social Science elective	3.0	
	14	14	13

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

5th year, 3 co-op (Spring/Summer)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101*	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Society and Culture elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
STAT 201	4.0 COM 270	3.0		
History (HIST) elective	4.0 INTB 200	4.0		
Select one of the following:	3.0 Select one of the following:	3.0		
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	0	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENGL 200 - ENGL 399 course	3.0 BLAW 330	4.0 COOP EXPERIENCE	COOP EXPERIENCE	

FIN 301	4.0 MIS 200	4.0	
MKTG 201	4.0 OPM 200	4.0	
ORGB 300	4.0 REMD 110	4.0	
15	16	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PHIL 105	3.0 REMD 375	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
REMD 320	4.0 General Education elective	4.0		
REMD T480	4.0 Free electives	6.0		
Select one of the following:	4.0			
MGMT 260				
MGMT 371				
MGMT 380				
ORGB 4				
SMT 372				
STAT 202				
	15	14	0	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
REMD 410	4.0 MGMT 210	2.0 UNIV B201	1.0
REMD 491	4.0 MGMT 211	2.0 Free electives	12.0
Fine Arts elective	3.0 MGMT 450	4.0	
Science elective	3.0 General Education elective	3.0	
	Social Science elective	3.0	
	14	14	13

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

Co-Op/Career Opportunities

The real estate management and development program at Drexel prepares students for careers in property development and management, real estate valuation and sales, and commercial lending.

Finance Faculty

David A. Becher, PhD (*Pennsylvania State University*) Department of Finance. Professor. Mergers and acquisitions, corporate governance, financial institutions.

Jie Cai, PhD (*University of Iowa*) Department of Finance. Associate Professor. Investment banking, mergers and acquisitions, corporate finance and corporate governance.

Naveen Daniel, PhD (*Arizona State University*). Associate Professor. Corporate governance, mutual funds, hedge funds.

Daniel Dorn, PhD (*Columbia University*) *Department of Finance*. Associate Professor. Capital markets and investments; behavioral finance.

Eliezer M. Fich, PhD (*New York University*) *Department of Finance*. Professor. Empirical topics in corporate finance.

Joseph Kalmenovitz, PhD (*New York University*). Assistant Professor. Financial regulation; corporate finance; law and economics; labor.

Michelle Lowry, PhD (*University of Rochester*) *TD Bank Endowed Professor*. Professor. Empirical corporate finance, including initial public offerings, mergers, and corporate governance

Edward Nelling, PhD, CFA (*University of Pennsylvania-Wharton*) *Department Head*. Professor. Investments; corporate finance; real estate finance.

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

Patricia Robak, PhD (*Lehigh University*) *Department of Finance*. Clinical Professor. Investments, money and banking, international finance.

Diana Sandberg, MS (*Drexel University*). Associate Clinical Professor. Portfolio management, derivatives, investment management.

Bradford Sodowick, MBA, MD (*University of Pennsylvania*). Assistant Clinical Professor. Corporate finance, healthcare finance.

Samuel H. Szewczyk, PhD (*Pennsylvania State University*). Associate Professor. Corporate governance, mergers and acquisitions, financial engineering, investment banking, financial institutions.

Martin Thomas, PhD, CFA (*Pennsylvania State University*). Associate Clinical Professor. Data science; mutual fund performance; valuation methods.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Emeritus Faculty

Thomas Chi-Nan Chiang, PhD (*The Pennsylvania State University*) *Marshall M. Austin Professor of Finance*. Professor. International finance; time series analysis of financial data; econometric modeling & forecasting; financial markets; international risk management; monetary theory; macroeconomics; emerging markets; and global country funds.

Michael Gombola, PhD (*University of South Carolina*) *Department Chair, Finance*. Professor. Stock offerings and repurchases, mergers, acquisitions, and restructuring; working capital management, time series analysis; options and derivatives, financial statement analysis.

Ralph Walkling, PhD (*University of Maryland*) *Stratakis Professor of Corporate Governance, Department of Finance*. Professor Emeritus. Corporate governance, mergers and acquisitions.

Sport Business

Major: Sport Business

Degree Awarded: Bachelor of Science in Business Administration (BSBA)

Calendar Type: Quarter

Total Credit Hours: 180.0

Co-op Options: Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)

Classification of Instructional Programs (CIP) code: 31.0504

Standard Occupational Classification (SOC) code: 25-1193

About the Program

The BSBA in Sport Business is designed for students who plan to pursue careers in the sport industry. The major draws on the strengths of its own offerings and the required business administration core.

Students will master the knowledge and skills necessary for success in professional sports organizations, collegiate athletics, sport media companies, and businesses that service and are complimentary to the sport industry. The co-op option engages students with extensive experiential learning. Our Philadelphia location is optimal for accessing opportunities throughout the Northeast corridor and beyond.

The program offers options covering a wide range of areas of study; students are able to match their skills, abilities, and interests with a specific niche within the sport industry. Students may choose a minor or create their own particular specialization and area of expertise, in consultation with our department's academic advisor and faculty.

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English Literature elective (ENGL 200 - ENGL 399)		3.0
Fine Arts elective		3.0
History elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0) credits of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture	
Communication, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0

Additional General Education Electives

Seven (7.0) credits must be earned by taking courses from the following topics: 7.0
 Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math Science.

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Primary Major Courses**Sport Business Requirements 20.0**

SMT 110	The Business of Sport
SMT 201	Sports Marketing, Promotion, and Public Relations
SMT 230	Sports and the Law
SMT 285	Sport, Industry, and Society
SMT 320	Sport Economics

Sport Business Electives

Select 3 of the following: 12.0

SMT 205	Sport Media Relations
SMT 220	Recreation, Wellness & Society
SMT 227	Sport Entrepreneurship
SMT 240	Olympic Games
SMT 245	NCAA Compliance
SMT 250 [WI]	Technology and Sport
SMT 255	Legal Foundations of Title IX
SMT 260	Sports Agents & Labor Relations
SMT 262	Digital Sports Storytelling
SMT 270	Sports Facility Planning & Management
SMT 275	Sports Event Management
SMT 290	Digital Media in Sport
SMT 305	Fundraising in Sports
SMT 307	Corporate Sponsorship in Sports
SMT 310	Sports Contracts
SMT 321	Money, Power, Politics: College Sports in America
SMT 325	Business of Sports Media
SMT 333	Sports Gambling
SMT 335	Sport Governance & Policy
SMT 340 [WI]	International Aspects of Sport
SMT 362	Sport Ticket Sales
SMT 372	Sport Business Consulting

SMT 375	Sport Finance
SMT 380	Sports Analytics
SMT 475	Sports Industry Practicum
Free electives	18.0
Total Credits	180.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study**4 year, no co-op****First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	
UNIV B101	1.0 MATH 102	4.0 Society and Culture course	3.0	
	16	16	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 VACATION	
SMT 110	4.0 COM 270	3.0 MKTG 201	4.0	
STAT 201	4.0 INTB 200	4.0 ORGB 300	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399	3.0	
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 200	4.0 PHIL 105	3.0 SMT 230	4.0 VACATION	
OPM 200	4.0 SMT 285	4.0 SMT 320	4.0	

History elective	4.0 Select one of the following:	4.0 Free electives	4.0	
Science or Computer Science elective	3.0 MGMT 260	General Education elective	3.0	
	MGMT 370			
	MGMT 371			
	MGMT 451			
	STAT 202			
	Free electives	4.0		
	15	15	15	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits	
MGMT 450	4.0 UNIV B201	1.0 Free electives*	3.0	
SMT 201	4.0 Free elective	3.0 General Education elective	6.0	
Fine Arts elective	3.0 General Education elective	3.0 Sport Major course	4.0	
Sport Major course	4.0 Social Science elective	3.0		
	Sport Major course	4.0		
	15	14	13	

Total Credits 180

* Students not participating in co-op will not take COOP 101; 1 credit of Free Elective will be added in place of COOP 101.

4 year, 1 co-op

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture course	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 MIS 200	4.0
SMT 110	4.0 COM 270	3.0 MKTG 201	4.0 OPM 200	4.0
STAT 201	4.0 INTB 200	4.0 ORGB 300	4.0 History elective	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399	3.0 Science or Computer Science elective	3.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PHIL 105	3.0 SMT 230	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
SMT 285	4.0 SMT 320	4.0		
Free electives	4.0 Free electives	4.0		
Select one of the following:	4.0 General Education elective	3.0		
MGMT 260				
MGMT 370				
MGMT 371				
MGMT 451				
STAT 202				
	15	15	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits	
MGMT 450	4.0 UNIV B201	1.0 Free electives	5.0	
SMT 201	4.0 Free elective	3.0 General Education elective	3.0	
Fine Arts elective	3.0 General Education elective	3.0 Sport Major course	4.0	
Sport Major course	4.0 Social Science elective	3.0		
	Sport Major course	4.0		
	15	14	12	

Total Credits 180

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

5 year, 3 co-op

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 COOP 101*	1.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ECON 202	4.0 PSY 101	3.0	
UNIV B101	1.0 ENGL 102 or 112	3.0 Society and Culture course	3.0	
	MATH 102	4.0		
	16	17	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
SMT 110	4.0 COM 270	3.0		
STAT 201	4.0 INTB 200	4.0		
Select one of the following:	3.0 Select one of the following:	3.0		

BIO 100 or 101	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151	PHYS 151			
	15	14	0	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 MIS 200	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
MKTG 201	4.0 OPM 200	4.0		
ORGB 300	4.0 History elective	4.0		
ENGL 200 - ENGL 399	3.0 Science or Computer Science elective	3.0		
	15	15	0	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PHIL 105	3.0 SMT 230	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
SMT 285	4.0 SMT 320	4.0		
Free electives	4.0 Free electives	4.0		
Select one of the following:	4.0 General Education elective	3.0		
MGMT 260				
MGMT 370				
MGMT 371				
MGMT 451				
STAT 202				
	15	15	0	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
MGMT 450	4.0 UNIV B201	1.0 Free electives	5.0	
SMT 201	4.0 Free elective	3.0 General Education elective	3.0	
Fine Arts elective	3.0 General Education elective	3.0 Sport Major course	4.0	
Sport Major course	4.0 Sport Major course	4.0		
		3.0 Social Science elective		
	15	14	12	
Total Credits 180				

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major.

Co-op/Career Opportunities

Co-op Opportunities

Drexel University has long been known for its co-operative education programs, through which students combine periods of full-time, career

related employment with their studies. Co-op employment for sport business students is central to their experience.

With the BSBA sport business major, co-operative education gives students experience in a range of sport related jobs and settings. Students may be placed with professional athletic teams, university athletics and recreation programs, or with organizations aligned with sports (e.g., a sports agency). Co-op experiences are available with many of the region's sports, organizations, including professional sports teams, college athletic departments, law firms, and sports agencies, sports media networks, non-profit organizations, youth organizations, sports complexes, and others.

Career Opportunities

The multidisciplinary nature of the sport business program allows its graduates to be ready for a wide range of sport-related professions, including athletic management, the sport industry at all levels (professional, semi-professional, collegiate) within a range of organizations (public, private, professional, and amateur).

Sport business graduates are uniquely qualified for leadership, or support positions in professional and amateur sports organizations, college sports, and in other sports venues. The program also prepares students for graduate or professional study in a variety of fields including sport management, law, and business.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Sport Business Faculty

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

Jeffrey Levine, JD, PhD (*Tulane University*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Management & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

Technology Innovation Management

Co-Major: Technology Innovation Management
Degree Awarded: Bachelor of Science in Business Administration (BSBA)
Calendar Type: Quarter
Total Credit Hours: 186.0
Classification of Instructional Programs (CIP) code: 52.1201
Standard Occupational Classification (SOC) code: 11-3021; 15-1131

The Technology Innovation Management co-major is coupled with core technical skills from a major such as Accounting, Finance, International Business, Legal Studies, Management Information Systems, Marketing, or Operations and Supply Chain Management.

About the Program

Technology and Innovation Management is a unique and exciting area within the broad field of management. Technology and Innovation Management supplements core functional knowledge and focuses on understanding the process of innovation and management approaches to innovation with special emphasis on technology change as a source of innovations.

The Technology Innovation Management program offers a very significant way of differentiating the Drexel business student in the marketplace by embedding skillsets and knowledge bases emphasizing technology innovation management, which is built on a solid business background. Technology Innovation Management courses are oriented primarily toward innovation with an emphasis on technology-based innovation.

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements		
CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	

PHYS 151	Applied Physics	
General Education Electives		
Students select (16.0) credits of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives		
Society and Culture		
Communication, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Additional General Education Electives		
Seven (7.0) credits must be earned by taking courses from the following topics:		7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Required Courses:		
Eight required courses (See Major Requirements list below)		32.0
MGMT 201	Introduction to Technology Innovation Management	4.0
MGMT 301	Designing Innovative Organizations	4.0
MGMT 302	Competing in Technology Industries	4.0
MGMT 364	Technology Management	4.0
Electives: select two courses from the following:		8.0
**The groupings below are the recommended courses for students interested in combining TIM with other majors, so they can have a distinct career path within established functional or subject areas. Students can mix and match courses from each of the clustering below, but choosing at least two courses from the same clustering will allow them to have a more coherent and meaningful course sequence and allow them to maximize the value of TIM.		
Accounting:		
ACCT 320	Fundamentals of Accounting for New Ventures	
ACCT 321	Financial Reporting I	
ACCT 331	Cost Accounting	
Business Consulting:		
TAX T480	Special Topics in TAX	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	

MGMT 372	Startup Business Consulting
MGMT 380	International Business Consulting (Economics:)
Economics:	
ECON 301	Microeconomics
ECON 330	Managerial Economics
ECON 338	Industrial Organization
International Business:	
INTB 440	Seminar in International Business
INTB 332	Multinational Corporations
MKTG 357	Global Marketing
MGMT 380	International Business Consulting
Finance:	
FIN 302	Intermediate Corporate Finance
FIN 325	Financial Institutions and Markets
FIN 335	Entrepreneurial Finance
FIN 339	Fintech
Legal Studies:	
BLAW 321	Law of Business Organizations
BLAW 340	International Business Law
BLAW 346	Entrepreneurial Law
BLAW 360	Intellectual Property and Cyber Law
Marketing:	
MKTG 347	New Product Development
MKTG 355	Interactive Marketing
MKTG 364	Marketing for New Ventures
MKTG 365	Digital Marketing
MKTG 367	Data-Driven Digital Marketing
Management Information Systems:	
MIS 346	Management Information Systems Strategy
MIS 361	Information System Project Management
Operations and Supply Chain Management:	
OPM 315	Service Operations Management
OPM 344	Revenue Management
OPM 324	Operations Planning
OPM 341	Supply Chain Management
Organization Management	
ORGB 400	Team Development and Leadership
ORGB 420	Negotiations and Conflict Resolution
Sport Business:	
SMT 227	Sport Entrepreneurship
SMT 250 [WI]	Technology and Sport
SMT 285	Sport, Industry, and Society
SMT 325	Business of Sports Media
Computing & Informatics:	
CS 150	Computer Science Principles
INFO 110	Introduction to Human-Computer Interaction
INFO 150	Introduction to Ubiquitous Computing
INFO 215	Social Aspects of Information Systems
Total Credits	186.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>). Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 year, no co-op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 ENGL 103 or 113	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 PSY 101	3.0	
UNIV B101	1.0 MATH 102	4.0 Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151	3.0	
			16	16
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 VACATION	
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0	
COM 270	3.0 General Education Elective	3.0 OPM 200	4.0	
STAT 201	4.0 Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151	3.0 English Literature elective (ENGL 200 - ENGL 399)	3.0	
			15	14
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ORGB 300	4.0 MGMT 301	4.0 MGMT 302	4.0 VACATION	
MGMT 201	4.0 Primary Major Course	4.0 Society & Culture Elective	3.0	
PHIL 105	3.0 History Elective	4.0 Primary Major Course	8.0	
Primary Major Course 1	4.0 Science Elective	3.0		
			15	15
				0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Primary Major Course	4.0
Primary Major Course	4.0 MGMT 364	4.0 Social Science Elective	3.0
TIMS Elective	4.0 Primary Major Course	4.0 General Education Elective	5.0
Fine Arts Elective	3.0 TIMS Elective	4.0 Select one of the following:	4.0
General Education Elective	4.0	MGMT 260	
		MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	
	16	16	16

Total Credits 186

4 Year 1 Co Op (Fall/Spring)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 COOP 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 CIVC 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Select one of the following:	3.0	
		BIO 100 or 101		
		CHEM 151		
		PHYS 151		
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 ORGB 300	4.0
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0 PHIL 105	3.0
COM 270	3.0 General Education Elective	3.0 OPM 200	4.0 Primary Major	8.0
STAT 201	4.0 Select one of the following:	3.0 English Literature elective (ENGL 200 - ENGL 399)	3.0	
	BIO 100 or 101			
	CHEM 151			
	PHYS 151			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOPERATIVE EDUCATION	COOPERATIVE EDUCATION	MGMT 201	4.0 MGMT 301	4.0
		Primary Major Course	4.0 Society & Culture Elective	3.0
		History Elective	4.0 Primary Major Courses	8.0
		Science Elective	3.0	
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Primary Major Course	4.0
Primary Major Course	4.0 MGMT 364	4.0 Social Science Elective	3.0
TIMS Elective	4.0 Primary Major Course	4.0 General Education Elective	4.0
Fine Arts Elective	3.0 TIMS Elective	4.0 Select one of the following:	4.0
General Education Elective	4.0	MGMT 260	
		MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	
	16	16	15

Total Credits 186

5 Year 3 CoOp (Fall/Winter)

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 COOP 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 CIVC 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		Select one of the following:	3.0	
		BIO 100 or 101		
		CHEM 151		
		PHYS 151		
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOPERATIVE EDUCATION	COOPERATIVE EDUCATION	ACCT 116	4.0 INTB 200	4.0
		BLAW 201	4.0 MIS 200	4.0

		COM 270	3.0 General Education Elective	3.0
		STAT 201	4.0 Select one of the following: BIO 100 or 101 CHEM 151 PHYS 151	3.0
	0	0	15	14
Third Year				
Fall	Credits	Winter	Credits	Spring
COOPERATIVE EDUCATION		COOPERATIVE EDUCATION	FIN 301	4.0 ORGB 300
			MGMT 201	4.0 PHIL 105
			OPM 200	4.0 Primary Major Courses
			ENGL 200 - ENGL 399 Course	3.0
	0	0	15	15
Fourth Year				
Fall	Credits	Winter	Credits	Spring
COOPERATIVE EDUCATION		COOPERATIVE EDUCATION	MGMT 201	4.0 MGMT 301
			Primary Major Course	4.0 Primary Major Courses
			History Elective	4.0 Society & Culture Elective
			Science Elective	3.0
	0	0	15	15
Fifth Year				
Fall	Credits	Winter	Credits	Spring
MGMT 302		4.0 MGMT 450	4.0 Primary Major Course	4.0 STUDENT CLASSIFIED AS A GRADUATE
UNIV B201	1.0	MGMT 364	4.0 Social Science Elective	3.0
Primary Major Course	4.0	Primary Major Course	4.0 General Education Electives	5.0
TIMS Elective	4.0	TIMS Elective	4.0 Fine Arts Elective	3.0
General Education Elective	3.0			
	16	16	15	0

Total Credits 186

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is

immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Co-Op/Career Opportunities

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc/>) page for more detailed information on co-op and post-graduate opportunities. To learn more about career opportunities and resources, see the Career Guides (<http://drexel.edu/scdc/career-services/counseling/career-guides/>) provided by the Steinbright Career Development Center.

Technology Innovation Management Faculty

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Suresh Chandran, PhD (*Vanderbilt University*). Clinical Professor. Corporate entrepreneurship; corporate social responsibility; global management; intellectual property and employee rights; Sustainability; Technological Innovation.

Jeongsik Lee, PhD (*University of California Los Angeles*). Associate Professor. Economics of Innovation; Social networks; Technology management

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

Dali Ma, PhD (*University of Chicago*). Associate Professor. Social hierarchy; Social networks; Sociology of entrepreneurship; Sociology of transitional China

Jacob Miller, PhD (*Drexel University*). Assistant Clinical Professor. Open software; Innovation; Semantic analysis.

Rajiv Nag, PhD (*Pennsylvania State University*). Clinical Professor. Organizational Knowledge and Identity; Organizational learning and change; Strategic Leadership; Strategic Performativity

V. K. Narayanan, PhD (*University of Pittsburgh*). Delloitte Touche Jones Stubbs Professor. Cognition and Strategy; Corporate Entrepreneurship; Organization design

Stanley Ridgley, PhD (*Duke University*). Associate Clinical Professor. Business communication; Cognition and strategy; Competitive intelligence; Determinants of Firm Performance; Global Management; New Markets in Emerging Countries; Russian Business Culture.

Daniel Tzabbar, PhD (*University of Toronto*). Associate Professor. Accessing and managing knowledge; Alliances; Human capital; Organizational learning and change; Social Capital; Technology Entrepreneurship; Technology Innovation

Emeritus Faculty

Robert W. Keidel, PhD (*Wharton School, University of Pennsylvania*). Clinical Professor. Cognitive coaching; Executive team building; Organizational design; Strategic thinking; Strategy creation

Business Undeclared

About the Program

The LeBow College of Business offers an Undeclared option that allows incoming students to explore the wide range of academic programs in our college. The program is designed as a point-of-entry for prospective students who know they want to study business, but aren't sure which of our 12 undergraduate programs is right for them. It gives students the ability to enroll in their freshman year of college and take a one-year sequence of courses, comprehensive career counseling and academic advising that will help them discover their major without losing valuable time. No later than the end of spring term in the first academic year, students are required to select an appropriate major which will lead to a bachelor's degree.

This is not a degree granting program, a primary major must be chosen and there is no Co-Op with this option. This program is not available to transfer students.

Program Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 - ENGL 399		3.0
Fine Arts Elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	
General Education Electives		17.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Major Requirements		32.0
Free Electives		18.0
Total Credits		180.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 ENGL 103 or 113	3.0	
ENGL 101 or 111	3.0 ECON 202	4.0 PSY 101	3.0	
MATH 101	4.0 ENGL 102 or 112	3.0 BSAN 160	4.0	
UNIV B101	1.0 MATH 102	4.0 Society & Culture Elective	3.0	
	16	16	17	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 FIN 301	4.0 VACATION	
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0	
COM 270	3.0 Select one of the following:	3.0 OPM 200	4.0	
STAT 201	4.0 BIO 100 or 101	ENGL 200 - ENGL 399 course	3.0	
	CHEM 151			
	PHYS 151			
	Select one of the following:	4.0		
	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 372			

	MGMT 380			
	ORGB 420			
	SMT 372			
	STAT 202			
	15	15	15	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
Major Courses	8.0 Major Courses	8.0 Major Courses	8.0 VACATION	
PHIL 105	3.0 Fine Arts elective	3.0 Social Science elective	3.0	
ORGB 300	4.0 History (HIST) elective	4.0 Society & Culture elective	3.0	
	Science elective	3.0		
	15	18	14	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
Major Course	4.0 MGMT 450	4.0 Free electives	9.0	
Free elective	3.0 Major elective	4.0 General Education elective	4.0	
General Education elective	4.0 Free electives	6.0		
UNIV B201	1.0			
	12	14	13	
Total Credits 180				

Accounting (BSBA) / Master of Business Administration (MBA)

Major: Accounting and Business Administration

Degree Awarded: Bachelor of Science in Business Administration (BSBA) / Master of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.0305

Standard Occupational Classification (SOC) code: 13-2011; 11-3031; 13-2051

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90 credits, an Accelerated Degree Application must be completed before reaching 120 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture	
Communications, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0
Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science	7.0
Free Electives	18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0

BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Major Requirements		
Eight required courses		32.0
Required Accounting Major Courses		
ACCT 321	Financial Reporting I	
ACCT 322	Financial Reporting II	
ACCT 323	Financial Reporting III	
ACCT 329	Advanced Accounting	
ACCT 331	Cost Accounting	
ACCT 341	Principles of Auditing	
TAX 341	Federal Income Taxes	
TAX 342	Advanced Federal Taxes	
MBA Program		
Degree Requirements		
Required Courses		
ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Experiential Requirement: Select one		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	
Concentration Requirements		9.0
Free Electives		9.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Required Course

STAT 632	Datamining for Managers	
Select two of the following:		
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	
MIS 630	Inter-Active Decision Support Systems	
MIS 633	Predictive Business Analytics with Relational Database Data	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
OPR 626	System Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT T680	Special Topics in STAT	

Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN

ACCT 601	Managerial Accounting	
BLAW 620	Legal Aspects of Employment	
BLAW T680	Special Topics in BLAW	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 640	Mergers and Acquisitions	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
FIN 790	Seminar in Finance	
FIN T680	Special Topics in FIN	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MKTG 630	Global Marketing	
MKTG 646	Services Marketing	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
POM 624	Management of Service Firms	
REMD 675	Real Estate Finance	
STAT 634	Quality & Six-Sigma	
TAX 660	Tax Basis for Decision Making	

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW	
ECON 540	Intro to Econometrics and Data Analysis	
ECON 610	Microeconomics	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
MKTG 622	Buyer Behavior Theory	
MKTG 624	Channels of Distribution Management	
MKTG 627	Digital Marketing	

MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics
FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I
REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 635	Entrepreneurial Finance
FIN 642	Business Conditions and Forecasting
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
POM 615	Supply Chain Management II
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM

STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

5 Year 1 Co-Op Plan

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 101	4.0	BUSN 102	4.0	ACCT 115	4.0	VACATION	
ECON 201	4.0	CIVC 101	1.0	BSAN 160	4.0		
ENGL 101 or 111	3.0	ECON 202	4.0	COOP 101	1.0		
MATH 101	4.0	ENGL 102 or 112	3.0	ENGL 103 or 113	3.0		
UNIV B101	1.0	MATH 102	4.0	PSY 101	3.0		
				(UG) Society & Culture elective	3.0		
	16		16		18		0

Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 116	4.0	BLAW 201	4.0	ACCT 321	4.0	ACCT 322	4.0
STAT 201	4.0	COM 270	3.0	MKTG 201	4.0	FIN 301	4.0
(UG) History (HIST) elective	4.0	INTB 200	4.0	OPM 200	4.0	MIS 200	4.0

Select one of the following:	3.0 Select one of the following:	3.0 (UG) ENGL 200 - ENGL 399	3.0 (UG) Science elective	3.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 323	4.0 ACCT 341	4.0
		ACCT 331	4.0 TAX 341	4.0
		ORGB 300	4.0 (UG) Free elective	4.0
		PHIL 105	3.0	
	0	0	15	12

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 329	4.0 MGMT 450	4.0 ORGB 520	1.0 Undergrad Degree Awarded	
ACCT 510	2.0 MGMT 510	3.0 Select one of the following:	4.0 Student classified as Graduate Student	
ORGB 511	3.0 TAX 342	4.0 MGMT 260		
UNIV B201	1.0 (UG) General Education elective	4.0 MGMT 370		
(UG) General Education elective	3.0 (UG) Free elective	3.0 MGMT 371		
(UG) Free elective	3.0	MGMT 372		
(UG) Social Science elective	3.0	MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	8.0	
	19	18	16	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 FIN 601	3.0 BLAW 510	1.0 MGMT 770	2.0
MKTG 510	2.0 MGMT 520	2.0 ECON 601	3.0 (GR) Experiential Elective	3.0
STAT 510	2.0 (GR) Electives	6.0 POM 510	2.0 (GR) Electives	6.0
(GR) Elective	3.0	(GR) Elective	3.0	
	9	11	9	11

Total Credits 229

5 Year 2 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101 (UG) Society & Culture Elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201 (UG) History (HIST) Elective	4.0 COM 270	3.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following: BIO 100 or 101	3.0 Select one of the following: BIO 100	3.0
		CHEM 151	CHEM 151	
		PHYS 1:	PHYS 1:	
	0	0	18	17

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 FIN 321	4.0
		MKTG 201	4.0 PHIL 105	3.0
		ORGB 300	4.0 (UG) Finance Major Course	4.0
		(UG) Free Elective	3.0 (UG) Free Elective	6.0
		(UG) Science Elective	3.0 (UG) Science Elective	3.0
	0	0	18	20

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 325	4.0 (UG) Finance Major Course	8.0 MGMT 450	4.0 Undergraduate Degree Awarded	
INTB 200	4.0 (GR) General Education Elective	4.0 UNIV B201	1.0 Student Classified as Graduate	
(UG) Finance Major Course	4.0 (UG) Free Electives	6.0 (UG) Finance Major Course	4.0	

(UG) Free Elective	4.0	(UG) Fine Arts Elective	3.0	
(UG) General Education Elective	3.0	(UG) Free Elective	4.0	
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	19	18	20	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 FIN 601	3.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 MGMT 510	3.0 MGMT 520	2.0 OPR 601	3.0
MKTG 510	2.0 (GR) Concentration courses	6.0 ORGB 520	1.0 (GR) Experiential Elective	3.0
ORGB 511	3.0	(GR) Concentration course	3.0 GR) Electives	6.0
STAT 510	2.0	(GR) Elective	3.0	
	11	12	12	14

Total Credits 229

Finance BSBA / Business Administration MBA

Major: Finance

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Master of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-3031; 13-2011; 13-2031; 13-2051

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants

are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90.0 credits, an Accelerated Degree Application must be completed before reaching 120.0 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Students participating in the cooperative education program will be enrolled in the required prep course, COOP 101, generally three terms before their co-op begins. As of September 2020, COOP 101 will be one credit.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture		
Communications, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		7.0
Free Electives		18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Major Requirements

Required Finance Major Courses

FIN 302	Intermediate Corporate Finance	4.0
FIN 321	Investment Securities & Markets	4.0
FIN 325	Financial Institutions and Markets	4.0

Select five (5) of the following: 20.0

FIN 323	Risk Management	
FIN 330	Derivative Securities	
FIN 332	Investment Analysis	
FIN 335	Entrepreneurial Finance	
FIN 338	Money and Capital Markets	
FIN 339	Fintech	
FIN 340	Seminar in Finance	
FIN 341	Applied Portfolio Management	
FIN 342	Advanced Portfolio Management	
FIN 345	Mergers & Acquisitions	
FIN 346	Global Financial Management	
FIN 348	Corporate Financial Reporting to Executives	
FIN 440	Credit Risk Analysis	
FIN 450	Personal Wealth Management	
FIN T480	Special Topics in FIN	
REMD 375	Real Estate Finance	
REMD 410	Real Estate Investment and Asset Management	
SMT 375	Sport Finance	

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0

ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
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ORGB 520	Leading High-Performance Teams	1.0
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POM 510	Operations and Supply Chain Management	2.0
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STAT 510	Introduction to Statistics for Business Analytics	2.0
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Experiential Requirement: Select one 3.0

BUSN 615	Graduate Internship	
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INTB 790	International Business Seminar and Residency	
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MGMT 680	Leading for Innovation	
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MGMT 715	Business Consulting	
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MIS 652	Business Agility and IT	
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ORGB 640	Negotiations for Leaders	
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TAX 715	Tax Experiential Learning	
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Concentration Requirements 9.0

Free Electives 9.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Required Course

STAT 632	Datamining for Managers	
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Select two of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications	
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FIN 642	Business Conditions and Forecasting	
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MIS 630	Inter-Active Decision Support Systems	
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MIS 633	Predictive Business Analytics with Relational Database Data	
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MKTG 606	Customer Analytics	
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MKTG 607	Marketing Experiments	
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OPR 601	Managerial Decision Models and Simulation	
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OPR 626	System Simulation	
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POM 610	Supply Chain Management I	
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STAT 634	Quality & Six-Sigma	
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STAT 636	Experimental Design	
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STAT T680	Special Topics in STAT	
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Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN

ACCT 601	Managerial Accounting	
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BLAW 620	Legal Aspects of Employment	
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BLAW T680	Special Topics in BLAW	
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ECON 614	Macroeconomics	
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ECON 630	International Economics	
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ECON 650	Business & Economic Strategy: Game Theory & Applications	
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FIN 602	Advanced Financial Management	
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FIN 622	Financial Institutions & Markets	
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FIN 624	Risk Management	
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FIN 626	Investment Management	
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FIN 635	Entrepreneurial Finance	
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FIN 640	Mergers and Acquisitions	
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FIN 642	Business Conditions and Forecasting	
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FIN 648	International Financial Management	
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FIN 790	Seminar in Finance	
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FIN T680	Special Topics in FIN	
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INTB 620	International Business Management	
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MGMT 655	Knowledge Management	
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MIS 624	Systems Analysis & Design	
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MKTG 630	Global Marketing	
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MKTG 646	Services Marketing	
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OPR 601	Managerial Decision Models and Simulation	
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POM 610	Supply Chain Management I	
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POM 624	Management of Service Firms	
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REMD 675	Real Estate Finance	
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STAT 634	Quality & Six-Sigma	
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TAX 660	Tax Basis for Decision Making	
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Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics
FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I

REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

POM 610	Supply Chain Management I
POM 615	Supply Chain Management II
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 Year 1 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture elective	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 FIN 321	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 PHIL 105	3.0
(UG) History (HIST) elective	4.0 STAT 202	4.0 ORGB 300	4.0 (UG) FIN Major Course	4.0
Select one of the following: BIO 100 or 101	3.0 Select one of the following: BIO 100 or 101	3.0 (UG) Science Elective	3.0 (UG) Free Electives	6.0
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	17

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 325	4.0 (UG) FIN Major Courses	8.0
		INTB 200	4.0 (UG) Free Undergradu elective	4.0
		(UG) Free Elective	4.0 (UG) General Education Elective	3.0
		(UG) General Education Elective	3.0	
	0	0	15	15

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 (UG) Fine Arts elective	3.0 Undergrad Degree Awarded	
(UG) FIN Major Courses	4.0 (UG) General Education elective	4.0 (UG) Free electives	6.0 Student classified as Graduate Student	
(UG) General Education elective	3.0 (UG) FIN Major Course	4.0 Select one of the following:	4.0	
(UG) Free elective	3.0 MGMT 510	3.0 MGMT 260		

(UG) Social Science elective	3.0 FIN 601	3.0	MGMT 370	
ACCT 510	2.0 POM 510	2.0	MGMT 371	
ORGB 511	3.0		MGMT 372	
			MGMT 451	
			SMT 372	
			STAT 202	
			ORGB 520	1.0
			MGMT 530	2.0
			(GR) Elective	3.0
	19	20	19	0

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 510	2.0 BLAW 510	1.0 MGMT 770	2.0	
STAT 510	2.0 MGMT 520	2.0 ECON 601	3.0	
(GR) Electives	6.0 (GR) Electives	6.0 (GR) Elective	3.0	
		(GR) Experiential Elective	3.0	
	10	9	11	

Total Credits 229

5 Year 2 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History Elective	4.0 STAT 202	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following: BIO 100 or 101	3.0 Select one of the following: BIO 100	3.0
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	18	17

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 FIN 321	4.0

MKTG 510	2.0 ACCT 510	2.0 MKTG 201	4.0 PHIL 105	3.0
STAT 510	2.0 MGMT 530	2.0 ORGB 300	4.0 (UG) Finance Major Course	4.0
		(UG) Free Elective	3.0 (UG) Free Elective	6.0
		(UG) Science Elective	3.0 (UG) Science Elective	3.0
4		4		18
4		4		20

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 325	4.0 (UG) Finance Major Courses	8.0 MGMT 450	4.0 Undergraduate Degree Awarded	
INTB 200	4.0 (UG) Free Elective	6.0 UNIV B201	1.0 Student Classified as Graduate	
(UG) Finance Major Course	4.0 (UG) General Education Elective	4.0 (UG) Finance Major Course	4.0	
(UG) Free Elective	4.0	(UG) Fine Arts Elective	3.0	
(UG) General Education Elective	3.0	(UG) Free Elective	4.0	
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
19		18		20
19		18		20

Fifth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 601	3.0 ECON 601	3.0 MGMT 770	2.0 (GR) Experiential Elective	3.0
MGMT 510	3.0 MGMT 520	2.0 ORGB 520	1.0 (GR) Electives	6.0
ORGB 511	3.0 (GR) Concentration courses	6.0 OPR 601	3.0	
		(GR) Concentration course	3.0	
		(GR) Elective	3.0	
9		11		12
9		11		12

Total Credits 229

Finance Faculty

David A. Becher, PhD (*Pennsylvania State University*) Department of Finance. Professor. Mergers and acquisitions, corporate governance, financial institutions.

Jie Cai, PhD (*University of Iowa*) Department of Finance. Associate Professor. Investment banking, mergers and acquisitions, corporate finance and corporate governance.

Naveen Daniel, PhD (*Arizona State University*). Associate Professor. Corporate governance, mutual funds, hedge funds.

Daniel Dorn, PhD (*Columbia University*) Department of Finance. Associate Professor. Capital markets and investments; behavioral finance.

Eliezer M. Fich, PhD (*New York University*) Department of Finance. Professor. Empirical topics in corporate finance.

Joseph Kalmenovitz, PhD (*New York University*). Assistant Professor. Financial regulation; corporate finance; law and economics; labor.

Michelle Lowry, PhD (*University of Rochester*) TD Bank Endowed Professor. Professor. Empirical corporate finance, including initial public offerings, mergers, and corporate governance

Edward Nelling, PhD, CFA (*University of Pennsylvania-Wharton*) Department Head. Professor. Investments; corporate finance; real estate finance.

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

Patricia Robak, PhD (*Lehigh University*) Department of Finance. Clinical Professor. Investments, money and banking, international finance.

Diana Sandberg, MS (*Drexel University*). Associate Clinical Professor. Portfolio management, derivatives, investment management.

Bradford Sodowick, MBA, MD (*University of Pennsylvania*). Assistant Clinical Professor. Corporate finance, healthcare finance.

Samuel H. Szewczyk, PhD (*Pennsylvania State University*). Associate Professor. Corporate governance, mergers and acquisitions, financial engineering, investment banking, financial institutions.

Martin Thomas, PhD, CFA (*Pennsylvania State University*). Associate Clinical Professor. Data science; mutual fund performance; valuation methods.

George Tsetsekos, PhD (*The University of Tennessee*) Dean Emeritus, LeBow College of Business; Francis Professor of Finance. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Emeritus Faculty

Thomas Chi-Nan Chiang, PhD (*The Pennsylvania State University*) Marshall M. Austin Professor of Finance. Professor. International finance; time series analysis of financial data; econometric modeling & forecasting; financial markets; international risk management; monetary theory; macroeconomics; emerging markets; and global country funds.

Michael Gombola, PhD (*University of South Carolina*) Department Chair, Finance. Professor. Stock offerings and repurchases, mergers, acquisitions, and restructuring; working capital management, time series analysis; options and derivatives, financial statement analysis.

Ralph Walkling, PhD (*University of Maryland*) *Stratakis Professor of Corporate Governance, Department of Finance*. Professor Emeritus. Corporate governance, mergers and acquisitions.

International Business BSBA / Business Administration MBA

Major: International Business

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Master of Business Administration

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-1021; 11-1011; 25-1011

About the Program

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COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0

or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture		
Communications, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0
Seven (7.0) credits must be earned by taking courses from the following topics:		7.0
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		
Free Electives		18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0

MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Major Requirements		
INTB 440	Seminar in International Business	4.0
Category A, select a maximum of three of the following		12.0
ANTH 312	Approaches to Intercultural Behavior	

ECON 342	Economic Development	
ECON 344	Comparative Economic Systems	
INTB 334	International Trade	
INTB 336	International Money and Finance	
INTB 338	Regional Studies in Economic Policies and International Business	
Category B, select a maximum of three of the following		16.0
BLAW 340	International Business Law	
FIN 346	Global Financial Management	
INTB 332	Multinational Corporations	
MGMT 380	International Business Consulting	
MIS 347	Domestic and Global Outsourcing Management	
MKTG 357	Global Marketing	

MBA Program**Degree Requirements**

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Experiential Requirement: Select one		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	
Concentration Requirements		9.0
Free Electives		9.0

Students selecting a concentration can choose from the following:**Business Analytics Concentration**

Required Course

STAT 632	Datamining for Managers	
Select two of the following:		
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	
MIS 630	Inter-Active Decision Support Systems	
MIS 633	Predictive Business Analytics with Relational Database Data	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
OPR 626	System Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT T680	Special Topics in STAT	

Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN		
ACCT 601	Managerial Accounting	
BLAW 620	Legal Aspects of Employment	

BLAW T680	Special Topics in BLAW	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 640	Mergers and Acquisitions	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
FIN 790	Seminar in Finance	
FIN T680	Special Topics in FIN	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MKTG 630	Global Marketing	
MKTG 646	Services Marketing	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
POM 624	Management of Service Firms	
REMD 675	Real Estate Finance	
STAT 634	Quality & Six-Sigma	
TAX 660	Tax Basis for Decision Making	

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW	
ECON 540	Intro to Econometrics and Data Analysis	
ECON 610	Microeconomics	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
MKTG 622	Buyer Behavior Theory	
MKTG 624	Channels of Distribution Management	
MKTG 627	Digital Marketing	
MKTG 628	Logistics and Supply Chain Management	
MKTG 630	Global Marketing	
MKTG 634	Integrated Marketing Communications Management	
MKTG 636	Business to Business Marketing	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 652	Marketing Information Management and Research	
MKTG T680	Special Topics in MKTG	
OPR 601	Managerial Decision Models and Simulation	
POM 624	Management of Service Firms	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management	
MGMT 603	Technology Strategy	
Select one of the following:		
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	

		(UG) Free Elective	4.0 (UG) General Education Elective	3.0
		(UG) Education Elective	3.0	
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 (UG) Fine Arts elective	3.0 Undergrad Degree Awarded	
(UG) INTB Major Courses	8.0 (UG) INTB Major Course	4.0 (UG) Free electives	6.0 Student classified as Graduate Student	
(UG) Free elective	3.0 (UG) General Education elective	4.0 Select one of the following:	4.0	
(UG) Social Science elective	3.0 MGMT 510	3.0 MGMT 260		
ACCT 510	2.0 FIN 601	3.0 MGMT 370		
ORGB 511	3.0 POM 510	2.0 MGMT 371		
		MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		ORGB 520	1.0	
		MGMT 530	2.0	
		(GR) Elective	3.0	
	20	20	19	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
MKTG 510	2.0 BLAW 510	1.0 ECON 601	3.0
STAT 510	2.0 MGMT 520	2.0 MGMT 770	2.0
(GR) Electives	6.0 (GR) Electives	6.0 (GR) Elective	3.0
		(GR) Experiential Elective	3.0
	10	9	11

Total Credits 229

2 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History Elective	4.0 STAT 202	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	18	17

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 INTB 440	4.0
MKTG 510	2.0 ACCT 510	2.0 MKTG 201	4.0 PHIL 105	3.0
STAT 510	2.0 MGMT 530	2.0 ORGB 300	4.0 (UG) INTB Major Course	4.0
		(UG) Free Elective	3.0 (UG) Free Elective	6.0
		(UG) Science Elective	3.0 (UG) Science Elective	3.0
	4	4	18	20

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 (UG) INTB Major Course	8.0 MGMT 450	4.0 Undergraduate Degree Awarded	
INTB 200	4.0 (UG) Elective	6.0 UNIV B201	1.0 Student Classified as Graduate	
(UG) INTB Major Course	4.0 (UG) General Education Elective	4.0 (UG) INTB Major Course	4.0	
(UG) Free Elective	4.0	(UG) Fine Arts Elective	3.0	
(UG) General Education Elective	3.0	(UG) Free Elective	4.0	
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	19	18	20	0

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 601	3.0 ECON 601	3.0 MGMT 770	2.0 (GR) Experiential Elective	3.0
MGMT 510	3.0 MGMT 520	2.0 ORGB 520	1.0 (GR) Electives	6.0
ORGB 511	3.0 (GR) Concentration courses	6.0 OPR 601	3.0	
		(GR) Concentration Course	3.0	
		(GR) Elective	3.0	
	9	11	12	9

Total Credits 229

Legal Studies BSBA / Business Administration MBA

Major: Legal Studies and Business Administration

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Masters of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.0305

Standard Occupational Classification (SOC) code: 23-1011

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90.0 credits, an Accelerated Degree Application must be completed before reaching 120.0 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture	
Communications, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0
Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science	7.0
Free Electives	18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0

Select one of the following:

4.0

MGMT 260	Introduction to Entrepreneurship
MGMT 370	For-Profit Business Consulting
MGMT 371	Nonprofit Business Consulting
MGMT 372	Startup Business Consulting
MGMT 380	International Business Consulting
ORGB 420	Negotiations and Conflict Resolution
SMT 372	Sport Business Consulting
STAT 202	Business Statistics II

Legal Studies Major Degree Requirements

Select eight of the following: 32.0

BLAW 202	Business Law II
BLAW 320	Information Privacy, Data and the Law
BLAW 321	Law of Business Organizations
BLAW 330	Real Estate Law
BLAW 334	Labor Law
BLAW 338	Government Regulation and Business
BLAW 340	International Business Law
BLAW 342	Criminal Law
BLAW 346	Entrepreneurial Law
BLAW 348	White Collar Crime
BLAW 356	Legal Issues in Corporate Governance
BLAW 358	Employment Law
BLAW 360	Intellectual Property and Cyber Law

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0

Experiential Requirement: Select one 3.0

BUSN 615	Graduate Internship
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 715	Business Consulting
MIS 652	Business Agility and IT
ORGB 640	Negotiations for Leaders
TAX 715	Tax Experiential Learning

Concentration Requirements 9.0

Free Electives 9.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Required Course

STAT 632	Datamining for Managers
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Select two of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MIS 630	Inter-Active Decision Support Systems
MIS 633	Predictive Business Analytics with Relational Database Data
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
OPR 601	Managerial Decision Models and Simulation

OPR 626	System Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 636	Experimental Design
STAT T680	Special Topics in STAT

Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN

ACCT 601	Managerial Accounting
BLAW 620	Legal Aspects of Employment
BLAW T680	Special Topics in BLAW
ECON 614	Macroeconomics
ECON 630	International Economics
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 602	Advanced Financial Management
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 640	Mergers and Acquisitions
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
FIN 790	Seminar in Finance
FIN T680	Special Topics in FIN
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MKTG 630	Global Marketing
MKTG 646	Services Marketing
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
POM 624	Management of Service Firms
REMD 675	Real Estate Finance
STAT 634	Quality & Six-Sigma
TAX 660	Tax Basis for Decision Making

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation

	PHYS 151	PHYS 151		
	15	14	15	15
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ORGB 300	4.0 (UG) Free Undergrad elective	4.0
		PHIL 105	3.0 (UG) Legal Studies Major Course	8.0
		(UG) Legal Studies Major Courses	8.0 (UG) General Education elective	3.0
		(UG) Free elective	3.0	
	0	0	18	15
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 (UG) General Education elective	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) Legal Studies Major Course	4.0 (UG) Legal Studies Major Course	4.0 MGMT 260	Student classified as Graduate Student	
(UG) Free elective	3.0 FIN 601	3.0 MGMT 370		
(UG) Social Science elective	3.0 MGMT 450	4.0 MGMT 371		
(UG) Fine Arts elective	3.0 MGMT 510	3.0 MGMT 372		
ACCT 510	2.0 POM 510	2.0 MGMT 451		
ORGB 511	3.0	SMT 372		
		STAT 202		
		(UG) Free electives	8.0	
		MGMT 530	2.0	
		ORGB 520	1.0	
		(GR) Elective	3.0	
	19	20	18	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
MKTG 510	2.0 BLAW 510	1.0 ECON 601	3.0	
STAT 510	2.0 MGMT 520	2.0 MGMT 770	2.0	
(GR) Electives	6.0 (GR) Electives	6.0 (GR) Elective	3.0	
		(GR) Experiential Elective	3.0	
	10	9	11	
Total Credits 229				

5 Year 2 Co-Op

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
	16	16	18	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History Elective	4.0 STAT 202	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	18	17
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 PHIL 105	3.0
MKTG 510	2.0 MGMT 530	2.0 MKTG 201	4.0 (UG) Legal Studies Major Course	8.0
STAT 510	2.0 ACCT 510	2.0 ORGB 300	4.0 (UG) Free Elective	6.0
		(UG) Free Elective	3.0 (UG) Science Elective	3.0
		(UG) Science Elective	3.0	
	4	4	18	20
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTB 200	4.0 (UG) Legal Studies Major Courses	8.0 MGMT 450	4.0 Undergraduate Degree Awarded	
(UG) Legal Studies Major Courses	8.0 (UG) Free Elective	6.0 UNIV B201	1.0 Student Classified as Graduate	
(UG) Free Elective	4.0 (UG) General Education Elective	4.0 (UG) Legal Studies Major Course	4.0	

(UG) General Education Elective	3.0	(UG) Fine Arts Elective	3.0	
		(UG) Free Elective	4.0	
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	19	18	20	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 601	3.0 ECON 601	3.0 MGMT 770	2.0 (GR) Experiential Elective	3.0
MGMT 510	3.0 MGMT 520	2.0 OPR 601	3.0 (GR) Graduate Electives	6.0
ORGB 511	3.0 (GR) Concentration courses	6.0 ORGB 520	1.0	
		(GR) Concentration course	3.0	
		(GR) Graduate Elective	3.0	
	9	11	12	9

Total Credits 229

Management Information Systems (BSBA) / Business Administration (MBA)

Majors: Management Information Systems and Business Administration
Degree Awarded: Bachelor of Science in Business Administration (BSBA)
and Master of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: One Co-op; Two Co-ops

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-3021

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90.0 credits, an Accelerated Degree Application must be completed before reaching 120.0 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Students participating in the cooperative education program will be enrolled in the required prep course, COOP 101, generally three terms before their co-op begins. As of September 2020, COOP 101 will be one credit.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective	ENGL 200 through ENGL 399	3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture	
Communications, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0

Seven (7.0) credits must be earned by taking courses from the following topics: 7.0
 Communication, English, Fine Arts, Global Studies, Language, Philosophy,
 Anthropology, History, Sociology, Political Science, Psychology, Computer
 Science, Information Systems, Math, Science

Free Electives 18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0

Select one of the following: 4.0

MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Major Requirements

Required Management Information Systems Major Courses

MIS 342	Systems Analysis and Design	4.0
MIS 343	Database Design and Implementation	4.0

Select six (6) of the following: 24.0

BSAN 360	Programming for Data Analytics	
MGMT 302	Competing in Technology Industries	
or MGMT 367	Technology Management	
MIS 346	Management Information Systems Strategy	
MIS 347	Domestic and Global Outsourcing Management	
MIS 351	Introduction to Programming for Business in C#	
MIS 352	Advanced Business Programming with ASP.Net	
MIS 361	Information System Project Management	
MIS 364	Information Security Systems Management	

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0

Experiential Requirement: Select one 3.0

BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	

Concentration Requirements 9.0

Free Electives 9.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Required Course

STAT 632	Datamining for Managers	
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Select two of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	
MIS 630	Inter-Active Decision Support Systems	
MIS 633	Predictive Business Analytics with Relational Database Data	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
OPR 626	System Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT T680	Special Topics in STAT	

Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN

ACCT 601	Managerial Accounting	
BLAW 620	Legal Aspects of Employment	
BLAW T680	Special Topics in BLAW	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 640	Mergers and Acquisitions	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
FIN 790	Seminar in Finance	
FIN T680	Special Topics in FIN	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MKTG 630	Global Marketing	
MKTG 646	Services Marketing	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
POM 624	Management of Service Firms	
REMD 675	Real Estate Finance	
STAT 634	Quality & Six-Sigma	
TAX 660	Tax Basis for Decision Making	

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW	
ECON 540	Intro to Econometrics and Data Analysis	

ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics
FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I
REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

POM 610	Supply Chain Management I
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POM 615	Supply Chain Management II
Select one of the following:	
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

Sample Plan of Study

4 Year 1 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101	3.0 ECON 202	4.0 COOP 101*	1.0	
or 111				
MATH 101	4.0 ENGL 102	3.0 ENGL 103	3.0	
	or 112	or 113		
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 MIS 342	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MIS 343	4.0
(UG) History (HIST) elective	4.0 MIS 200	4.0 ORGB 300	4.0 PHIL 105	3.0
Select one of the following:	3.0 OPM 200	4.0 (UG) Science Elective	3.0 (UG) Free Electives	6.0
BIO 100 or 101	Select one of the following:	3.0		
CHEM 151	BIO 100 or 101			
PHYS 151	CHEM 151			

PHYS 151				
	15	18	15	17
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 (UG) MIS Major Courses	8.0
		(UG) MIS Major Courses	8.0 (UG) Free elective	4.0
		(UG) General Education Elective	3.0 (UG) General Education Elective	4.0
	0	0	15	16
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 ORGB 520	1.0 Undergrad Degree Awarded	
(UG) MIS Major Course	4.0 (UG) MIS Major Course	4.0 Select one of the following:	4.0 Student classified as Graduate Student	
(UG) Free elective	4.0 (UG) English literature elective	3.0 MGMT 260		
(UG) Social Science elective	3.0 MGMT 510	3.0 MGMT 370		
ACCT 510	2.0	MGMT 371		
ORGB 511	3.0	MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	4.0	
	17	14	12	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 FIN 601	3.0 BLAW 510	1.0 MGMT 770	2.0
MKTG 510	2.0 MGMT 520	2.0 ECON 601	3.0 (GR) Experiential Elective	3.0
STAT 510	2.0 (GR) Electives	6.0 POM 510	2.0 (GR) Concentration courses	6.0
(GR) Elective	3.0	(GR) Concentration	3.0	
	9	11	9	11

Total Credits 229

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

5 Year 2 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
	16	16	18	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History (HIST) Elective	4.0 MIS 200	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	18	17
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 MIS 343	4.0
		MIS 342	4.0 OPM 200	4.0
		MKTG 201	4.0 PHIL 105	3.0
		ORGB 300	4.0 (UG) Free Electives	6.0
		(UG) Free Elective	3.0 (UG) Science Elective	3.0
	0	0	19	20
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTB 200	4.0 (UG) MIS Major Courses	8.0 MGMT 450	4.0 Undergraduate Degree Awarded	
(UG) MIS Major Courses	12.0 (UG) Free Electives	6.0 UNIV B201	1.0 Student Classified as Graduate	
(UG) General Education Elective	3.0 (UG) General Education Elective	4.0 (UG) MIS Major Course	4.0	
		(UG) English literature elective	3.0	

(UG)	3.0
Fine Arts Elective	
Select one of the following:	4.0
MGMT 260	
MGMT 370	
MGMT 371	
MGMT 372	
MGMT 380	
ORGB 420	
SMT 372	
STAT 202	

	19	18	19	0
Fifth Year				
Fall	Credits	Winter	Credits	Spring
ACCT 510	2.0	FIN 601	3.0	ECON 601
BLAW 510	1.0	MGMT 510	3.0	MGMT 520
MGMT 530	2.0	(GR)	6.0	ORGB 520
		Concentration Courses		1.0 (GR)
				Experiential Elective
MKTG 510	2.0	(GR)	3.0	(GR)
		Concentration Course		Electives
ORGB 511	3.0	(GR)	3.0	
		Elective		
STAT 510	2.0			
	12	12	12	13

Total Credits 229

* COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

Marketing BSBA / Business Administration MBA

Major: Marketing and Business Administration

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Master of Science in Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-2021

Admission Requirements

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants

are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90 credits, an Accelerated Degree Application must be completed before reaching 120 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Students participating in the cooperative education program will be enrolled in the required prep course, COOP 101, generally three terms before their co-op begins. As of September 2020, COOP 101 will be one credit.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective	ENGL 200 through ENGL 399	3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture	
Communications, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0
Seven (7.0) credits must be earned by taking courses from the following topics:	
Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science	7.0
Free Electives	18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Major Requirements

Required Marketing Major Courses

MKTG 326	Marketing Insights	4.0
MKTG 356	Consumer Behavior	4.0
MKTG 380	Seminar in Marketing Strategy	4.0

Select five (5) of the following: 20.0

MKTG 321	Selling and Sales Management	
MKTG 322	Advertising & Integrated Marketing Communications	
MKTG 324	Marketing Channels and Distribution Systems	
MKTG 344	Professional Personal Selling	
MKTG 347	New Product Development	
MKTG 348	Services Marketing	
MKTG 351	Marketing for Non-Profit Organizations	
MKTG 355	Interactive Marketing	
MKTG 357	Global Marketing	
MKTG 358	Transportation and Logistics	
MKTG 362	Brand and Reputation Management	
MKTG 364	Marketing for New Ventures	
MKTG 365	Digital Marketing	
MKTG 366	Customer Analytics	
MKTG 367	Data-Driven Digital Marketing	
MKTG 368	Corporate Responsibility Management	

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0

ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Experiential Requirement: Select one		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	

Concentration Requirements 9.0

Free Electives 9.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Required Course

STAT 632	Datamining for Managers	
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Select two of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	
MIS 630	Inter-Active Decision Support Systems	
MIS 633	Predictive Business Analytics with Relational Database Data	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
OPR 626	System Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT T680	Special Topics in STAT	

Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN

ACCT 601	Managerial Accounting	
BLAW 620	Legal Aspects of Employment	
BLAW T680	Special Topics in BLAW	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 640	Mergers and Acquisitions	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
FIN 790	Seminar in Finance	
FIN T680	Special Topics in FIN	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MKTG 630	Global Marketing	
MKTG 646	Services Marketing	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
POM 624	Management of Service Firms	
REMD 675	Real Estate Finance	
STAT 634	Quality & Six-Sigma	
TAX 660	Tax Basis for Decision Making	

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics
FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I
REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

POM 610	Supply Chain Management I
POM 615	Supply Chain Management II
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 Year 1 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	

ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture elective	3.0	
16		16		18
0				

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 MKTG 326	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MKTG 356	4.0
(UG) History (HIST) elective	4.0 STAT 202	4.0 ORGB 300	4.0 PHIL 105	3.0
Select one of the following:	3.0 Select one of the following:	3.0 (UG) Science Elective	3.0 (UG) Free Electives	6.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
15		14		15
17				

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 (UG) Marketing Major Courses	8.0
		(UG) MKTG Major Course	8.0 (UG) Free elective	4.0
		(UG) General Education Elective	3.0 (UG) General Education Elective	3.0
0		0		15
15				

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 MGMT 450	4.0 ORGB 520	1.0 Undergrad Degree Awarded	
ORGB 511	3.0 MGMT 510	3.0 Select one of the following:	4.0 Student classified as Graduate Student	
UNIV B201	1.0 MKTG 380	4.0 MGMT 260		
(UG) Marketing Major Courses	4.0 (UG) General Education elective	4.0 MGMT 370		
(UG) General Education elective	3.0	MGMT 371		
(UG) Free elective	3.0	MGMT 372		
(UG) Social Science elective	3.0	MGMT 451		
		SMT 372		
		STAT 202		
0		0		18
17				

	(UG) Fine Arts elective	3.0		
	(UG) Free electives	6.0		

Fifth Year	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 FIN 601	3.0 BLAW 510	1.0 MGMT 770	2.0
MKTG 510	2.0 MGMT 520	2.0 ECON 601	3.0 Experiential Elective (GR)	3.0
STAT 510	2.0 (GR) Electives	6.0 POM 510	2.0 Electives (GR)	6.0
(GR) Elective	3.0	(GR) Elective	3.0	
9		11		9
11				

Total Credits 229

5 Year 2 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
16		16		18
0				

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History Elective	4.0 STAT 202	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
0		0		18
17				

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 PHIL 105	3.0
		MKTG 201	4.0 MKTG 326	4.0
		ORGB 300	4.0 MKTG 356	4.0
		(UG) Free Elective	3.0 (UG) Free Elective	6.0
		(UG) Science Elective	3.0 (UG) Science Elective	3.0
0		0		18
20				

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTB 200	4.0 (UG) Marketing Major Courses	8.0 MKTG 380	4.0 UNDERGRADUATE DEGREE AWARDED	
(UG) Marketing Major Courses	12.0 (UG) Free Electives	6.0 MGMT 450	4.0 STUDENT CLASSIFIED AS GRADUATE	
(UG) General Education Elective	3.0 (UG) General Education Electives	4.0 UNIV B201	1.0	
		(UG) Fine Arts Elective	3.0	
		(UG) Free Elective	4.0	
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	19	18	20	0

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 FIN 601	3.0 ECON 601	3.0 OPR 601	3.0
MGMT 530	2.0 MGMT 510	3.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 (UG) Concentration courses	6.0 ORGB 520	1.0 (GR) Experiential Elective	3.0
ORGB 511	3.0	(GR) Concentration course	3.0 (GR) Elective	6.0
STAT 510	2.0	(GR) Elective	3.0	
	11	12	12	14

Total Credits 229

Marketing BSBA / Communication MS

Majors: Marketing and Communication

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Master of Communication (MS)

Calendar Type: Quarter

Total Credit Hours: 225.0

Co-op Options: One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.1401

Standard Occupational Classification (SOC) code: 11-2021

About the Program

The accelerated degree program combining the Marketing major and the MS in Communication degrees, allows academically qualified students to earn both their BSBA (Marketing major) and their MS in Communication in five years.

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. The ability to communicate effectively is one of the most sought-after skills by prospective employers industry wide. Graduates of the accelerated degree enter the workforce one year sooner with the benefits of a master's degree in communication, using the year saved to gain full-time experience and earn a salary in the field.

A major in marketing prepares students for the many opportunities that exist in product and brand management, marketing research, advertising, digital marketing, customer analytics, 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.

Additional Information

For more information about the major, contact the Department of Marketing (<http://www.lebow.drexel.edu/academics/disciplines/marketing/>).

Drexel's MS in Communication program requires 45.0 graduate credits, and prepares students for careers in a wide range of professional activities. The program specializes in three areas:

- public communication
- technical communication
- science and health communication

Public Communication

Public Communication has much to offer those looking to work in journalism, public relations, and nonprofit organizations. Students can choose from courses such as Strategic Social Media Communication, Event Planning, Journalism and News Writing, Public Relations Writing and Campaign Planning, and Nonprofit Communication.

Technical Communication

Technical Communication provides skills in technical writing, editing, and computer documentation, and trains students for careers in a wide range of industries from social networking to publishing to health insurance. Students choose from courses such as Technical Writing, Digital Publishing, Technical & Science Editing, and Technical Documentation & Software.

Science and Health Communication

Science and Health Communication leads to careers in medical, science, and pharmaceutical communication. Students can choose from courses such as Science Writing, Medical Journalism, Campaigns in Health & Environment, and Communicating Health and Risk in a 'Fake News' World.

In addition, the program provides a strong foundation in ethics and theoretical approaches to communication. This theoretical basis is designed to ensure that, as the field changes, students will continue to have an intellectual framework for evaluating and implementing new technology and changing media.

The program emphasizes flexibility, encouraging each student, in consultation with an academic advisor, to craft a particular course of study. Throughout the curriculum, students may use electives to increase communication skills or to further develop areas of specialization. The Master's degree requires a total of 45.0 graduate credits.

For additional information, visit the MS in Communication (<http://drexel.edu/coas/academics/graduate-programs/communication/>) web page. Contact Julia May, Director of the MS in Communication Program at julia.may@drexel.edu for more information.

Admission Requirements

Both incoming freshman and current Marketing (MKTG) majors are eligible to apply for this program. Students who are already matriculated may apply after completing a minimum of 90.0 credits but no more than 120.0 credits. Applicants must have a minimum 3.0 GPA and maintain this GPA throughout the program.

In addition to formally applying and getting all the signatures required on the Accelerated Degree Program Admission form, applicants must provide:

- A 500-word statement of goals that explains why they want to enroll in the accelerated degree program.
- The name of a faculty reference who can speak to the applicant's academic qualifications and preparedness for graduate studies.

For more information contact Dr. Julia May, Director of the MS in Communication Program at julia.may@drexel.edu (http://catalog.drexel.edu/undergraduate/collegeofbusiness/marketingbsba_communicationms/julia.may@drexel.edu).

Degree Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0) credits of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives

Society and Culture	
Communication, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0

Additional General Education Electives

Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science.

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0

Select one of the following:

MGMT 260	Introduction to Entrepreneurship	4.0
MGMT 370	For-Profit Business Consulting	4.0
MGMT 371	Nonprofit Business Consulting	4.0
MGMT 372	Startup Business Consulting	4.0
MGMT 380	International Business Consulting	4.0
ORGB 420	Negotiations and Conflict Resolution	4.0
SMT 372	Sport Business Consulting	4.0
STAT 202	Business Statistics II	4.0

Marketing Major Required Course

MKTG 326	Marketing Insights	4.0
MKTG 356	Consumer Behavior	4.0
MKTG 380	Seminar in Marketing Strategy	4.0

Select five of the following:

MKTG 321	Selling and Sales Management	4.0
MKTG 322	Advertising & Integrated Marketing Communications	4.0
MKTG 324	Marketing Channels and Distribution Systems	4.0
MKTG 344	Professional Personal Selling	4.0
MKTG 347	New Product Development	4.0
MKTG 348	Services Marketing	4.0
MKTG 351	Marketing for Non-Profit Organizations	4.0
MKTG 355	Interactive Marketing	4.0
MKTG 357	Global Marketing	4.0
MKTG 362	Brand and Reputation Management	4.0
MKTG 364	Marketing for New Ventures	4.0
MKTG 365	Digital Marketing	4.0
MKTG 366	Customer Analytics	4.0
MKTG 367	Data-Driven Digital Marketing	4.0
MKTG 368	Corporate Responsibility Management	4.0

Free Electives 18.0

MS Communication Degree

Required Courses

COM 500	Reading & Research in Communication	3.0
COM 610	Theories of Communication and Persuasion	3.0
COM 698	Managing Communication Professional Identities in a Digital Age	3.0
Electives *		21.0

Required Concentration Courses 15.0

Students must select and complete one of the following concentration options:

Technical Communication

COM 612	Ethics for Technical, Science and Health Communication
Choose four of the following:	
COM 510	Technical Writing
COM 525	Document Design and Usability
COM 535	Digital Publishing
COM 567	Technical Documentation and Software
COM 570	Technical, Science and Health Editing
INFO 532	Software Development
INFO 540	Perspectives on Information Systems

Science and Health Communication

COM 612	Ethics for Technical, Science and Health Communication
Choose four of the following:	
COM 516	Campaigns for Health and Environment
COM 520	Science Writing
COM 570	Technical, Science and Health Editing
COM 670	Medical Writing
or COM 673: Medical Journalism	
CHP 672	Theory and Practice in Health Communication

Public Communication

COM 613	Ethics for Professional Communication
Choose four of the following:	
COM 533	Modern Desktop Publishing
COM 535	Digital Publishing
COM 536	Strategic Social Media Communication
COM 541	Foundations of Public Relations
COM 542	Public Relations Writing **
COM 543	Public Relations Planning **
COM 561	Fundamentals of Journalism & Newswriting
COM 563	Event Planning
COM 575	Grant Writing
COM 576	Nonprofit Communications
COM 650	Telecommunications Regulation and Policy
COM 660	Investigative Journalism

Total Credits 225.0

* Any appropriate graduate course offered in the University can serve as an elective if the student has sufficient background to take the course. In addition, the program offers its own elective courses including special topics (COM T580). Qualified students may also pursue independent study for elective credit in special cases.

** To enroll in this class you must first earn a grade of "B" or better in COM 541 *Foundations of Public Relations* or get permission from the MS COM advisor to waive this requirement.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society and Culture Elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 MIS 200	4.0 FIN 301	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MKTG 326	4.0
(UG) History (HIST) Elective	4.0 INTB 200	4.0 OPM 200	4.0 (UG) MKTG Elective	4.0
Select one of the following:	3.0 Select one of the following:	3.0 (UG) ENGL 200 - ENGL 399 course	3.0 (UG) Science Elective	3.0
BIO 100 or 101	BIO 100 or 101	(UG) Free Elective	3.0 (UG) Fine Arts Elective	3.0
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
PHYS 170	PHYS 170			
PHYS 175	PHYS 175			
	15	14	18	18

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COM 500	3.0 (UG) MKTG Electives	8.0 COOP EXPERIENCE	COOP EXPERIENCE	
ORGB 300	4.0 (UG) Free Electives	4.0		
PHIL 105 (UG) MKTG Electives	3.0 COM 610 8.0	3.0		
	18	15	0	0

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 356	4.0 MGMT 450	4.0 (UG) Free Electives	8.0 VACATION	
UNIV B201	1.0 MKTG 380	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) General Education Elective	3.0 (UG) General Education Elective	4.0 MGMT 260	Studied classified as Graduate Student	
(UG) Free Elective	3.0 (GR) Grad Concentration Core	3.0 MGMT 370		
(UG) Social Science Elective	3.0 (GR) Graduate Elective	3.0 MGMT 371		
COM 613 or 612	3.0	ORGB 420		
(GR) Grad Concentration Core	3.0	STAT 202		
		(GR) Grad Concentration Core	3.0	
		(GR) Graduate Elective	3.0	
	20	18	18	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
COM 698	3.0 (GR) Graduate Electives	9.0 (GR) Graduate Elective	3.0	
(GR) Concentration Core	3.0			
(GR) Graduate Elective	3.0			
	9	9	3	
Total Credits 225				

Operations & Supply Chain Management (BSBA) / Business Administration (MBA)

Majors: Operations and Supply Chain Management and Business Administration
Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Master of Business Administration (MBA)
Calendar Type: Quarter
Total Credit Hours: 229.0
Co-op Options: One Co-op; Two Co-ops
Classification of Instructional Programs (CIP) code: 52.0205
Standard Occupational Classification (SOC) code: 11-3013; 11-3051; 13-1081

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA

and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90.0 credits, an Accelerated Degree Application must be completed before reaching 120.0 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Students participating in the cooperative education program will be enrolled in the required prep course, COOP 101, generally three terms before their co-op begins. As of September 2020, COOP 101 will be one credit.

Bachelor of Science in Business Administration (BSBA) Degree Requirements		
General Education Requirements		
CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	
General Education Electives		
Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.		
Society and Culture		

Communications, English, Fine Arts, Global Studies, Language or Philosophy	3.0
Social Science	
Anthropology, History, Sociology, Political Science, Psychology	3.0
Science	
Computer Science, Information Systems, Science	3.0
Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science	7.0
Free Electives	18.0
Business Requirements	
ACCT 115 Financial Accounting Foundations	4.0
ACCT 116 Managerial Accounting Foundations	4.0
BLAW 201 Business Law I	4.0
BSAN 160 Business Analytics and Data Visualization	4.0
BUSN 101 Foundations of Business I	4.0
BUSN 102 Foundations of Business II	4.0
ECON 201 Principles of Microeconomics	4.0
ECON 202 Principles of Macroeconomics	4.0
FIN 301 Introduction to Finance	4.0
INTB 200 International Business	4.0
MGMT 450 Strategy and Competitive Advantage	4.0
MIS 200 Management Information Systems	4.0
MKTG 201 Introduction to Marketing Management	4.0
OPM 200 Operations Management	4.0
ORGB 300 [WI] Organizational Behavior	4.0
STAT 201 Introduction to Business Statistics	4.0
Select one of the following:	4.0
MGMT 260 Introduction to Entrepreneurship	
MGMT 370 For-Profit Business Consulting	
MGMT 371 Nonprofit Business Consulting	
MGMT 372 Startup Business Consulting	
MGMT 380 International Business Consulting	
ORGB 420 Negotiations and Conflict Resolution	
SMT 372 Sport Business Consulting	
STAT 202 Business Statistics II	
Major Requirements	
Required Operations & Supply Chain Major Courses	
OPM 315 Service Operations Management	4.0
OPM 324 Operations Planning	4.0
OPM 341 Supply Chain Management	4.0
OPR 320 Linear Models for Decision Making	4.0
Select four (4) of the following:	16.0
MGMT 301 Designing Innovative Organizations	
MGMT 364 Technology Management	
OPM 342 Sustainable Supply Chain Management and Logistics	
OPM 343 Managing Queues for Service Operations	
OPM 344 Revenue Management	
OPM 399 Operations & Supply Chain Management Industry Project	
OPR 330 Advanced Decision Making and Simulation	
OPR 340 Decision Models for the Public Sector	
STAT 325 Six-Sigma Quality Implementation	
STAT 331 Introduction to Data Mining for Business	
STAT 335 Introduction to Experimental Design	
MBA Program	
Degree Requirements	
Required Courses	
ACCT 510 Essentials of Financial Reporting	2.0
BLAW 510 Analyzing Legal Options in Decision-Making	1.0
ECON 601 Managerial Economics	3.0
FIN 601 Corporate Financial Management	3.0
MGMT 510 Business Problem Solving	3.0

MGMT 520 Strategy Analysis	2.0
MGMT 530 Managing and Leading the Total Enterprise	2.0
MGMT 770 MBA Capstone	2.0
MKTG 510 Marketing Strategy	2.0
ORGB 511 Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520 Leading High-Performance Teams	1.0
POM 510 Operations and Supply Chain Management	2.0
STAT 510 Introduction to Statistics for Business Analytics	2.0
Experiential Requirement: Select one	3.0
BUSN 615 Graduate Internship	
INTB 790 International Business Seminar and Residency	
MGMT 680 Leading for Innovation	
MGMT 715 Business Consulting	
MIS 652 Business Agility and IT	
ORGB 640 Negotiations for Leaders	
TAX 715 Tax Experiential Learning	
Concentration Requirements	9.0
Free Electives	9.0
Students selecting a concentration can choose from the following:	
Business Analytics Concentration	
Required Course	
STAT 632 Data Mining for Managers	
Select two of the following:	
ECON 650 Business & Economic Strategy: Game Theory & Applications	
FIN 642 Business Conditions and Forecasting	
MIS 630 Inter-Active Decision Support Systems	
MIS 633 Predictive Business Analytics with Relational Database Data	
MKTG 606 Customer Analytics	
MKTG 607 Marketing Experiments	
OPR 601 Managerial Decision Models and Simulation	
OPR 626 System Simulation	
POM 610 Supply Chain Management I	
STAT 634 Quality & Six-Sigma	
STAT 636 Experimental Design	
STAT T680 Special Topics in STAT	
Finance Concentration	
Required Courses	
Select three of the following of which 2 MUST be from FIN	
ACCT 601 Managerial Accounting	
BLAW 620 Legal Aspects of Employment	
BLAW T680 Special Topics in BLAW	
ECON 614 Macroeconomics	
ECON 630 International Economics	
ECON 650 Business & Economic Strategy: Game Theory & Applications	
FIN 602 Advanced Financial Management	
FIN 622 Financial Institutions & Markets	
FIN 624 Risk Management	
FIN 626 Investment Management	
FIN 635 Entrepreneurial Finance	
FIN 640 Mergers and Acquisitions	
FIN 642 Business Conditions and Forecasting	
FIN 648 International Financial Management	
FIN 790 Seminar in Finance	
FIN T680 Special Topics in FIN	
INTB 620 International Business Management	
MGMT 655 Knowledge Management	
MIS 624 Systems Analysis & Design	
MKTG 630 Global Marketing	
MKTG 646 Services Marketing	
OPR 601 Managerial Decision Models and Simulation	
POM 610 Supply Chain Management I	

POM 624	Management of Service Firms
REMD 675	Real Estate Finance
STAT 634	Quality & Six-Sigma
TAX 660	Tax Basis for Decision Making

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics

FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I
REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

POM 610	Supply Chain Management I
POM 615	Supply Chain Management II

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

Sample Plan of Study

4 Year 1 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101	3.0 ECON 202	4.0 COOP 101	1.0	
or 111				
MATH 101	4.0 ENGL 102	3.0 ENGL 103	3.0	
	or 112	or 113		
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
	16	16	15	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 OPM 315	4.0
STAT 201	4.0 COM 270	3.0 OPR 320	4.0 OPM 324	4.0
(UG)	3.0 MIS 200	4.0 ORGB 300	4.0 PHIL 105	3.0
English Literature Elective				
(UG)	4.0 OPM 200	4.0 (UG) Science Elective	3.0 (UG) Free Electives	6.0
History (HIST) elective				

Select one of the following:	3.0 Select one of the following:	3.0		
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
		18	18	15
				17

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 MKTG 201	4.0
		OPM 341	4.0 MGMT 510	3.0
		(UG) General Education Elective	3.0 (UG) OSCM Major Course	4.0
		(UG) Society & Culture Elective	3.0 (UG) General Education Elective	4.0
		(UG) Fine Arts Elective	3.0	
				17
				15

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 FIN 601	3.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) OSCM Major Courses	4.0 MGMT 450	4.0 MGMT 260	Student classified as Graduate Student	
(UG) Social Science elective	3.0 STAT 510	2.0 MGMT 370		
(UG) Free elective	4.0 (UG) OSCM Major Courses	8.0 MGMT 371		
ACCT 510	2.0	MGMT 372		
ORGB 511	3.0	MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Free electives	8.0	
		ORGB 520	1.0	
		POM 510	2.0	
		(GR) Concentration courses	3.0	
				17
				17
				18
				0

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
MGMT 530	2.0 MGMT 520	2.0 BLAW 510	1.0	
MKTG 510	2.0 (GR) Electives	6.0 ECON 601	3.0	
(GR) Elective	3.0 (GR) Concentration course	3.0 MGMT 770	2.0	

(GR) Concentration courses	3.0	(GR) Concentration course	3.0
	10	11	9

Total Credits 229

5 Year 2 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
				16
				16
				18
				0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		OPM 200	4.0 COM 270	3.0
		STAT 201	4.0 MIS 200	4.0
		(UG) History Elective	4.0 (UG) English Literature Elective	3.0
		Select one of the following:	3.0 (UG) Free Elective	3.0
		BIO 100 or 101	Select one of the following:	3.0
		CHEM 151	BIO 100	
		PHYS 151	CHEM 151	
			PHYS 151	
				0
				0
				19
				20

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 OPM 315	4.0
ACCT 510	2.0 (GR) Concentration Course	3.0 OPR 320	4.0 OPM 324	4.0
MGMT 530	2.0	ORGB 300	4.0 PHIL 105	3.0
		(UG) Free Elective	3.0 (UG) Free Elective	4.0
		(UG) Science Elective	3.0 (UG) Social Science Elective	3.0
				4
				3
				18
				18

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTB 200	4.0 (UG) Fine Arts Elective	3.0 MGMT 450	4.0 Undergraduate Degree Awarded	
MKTG 201	4.0 (UG) Free Elective	4.0 UNIV B201	1.0 Student Classified as Graduate	

OPM 341	4.0 (UG) General Education Elective	4.0 (UG) OSCM Major Courses	8.0	
(UG) Free Elective	4.0 (UG) OSCM Major Courses	8.0 Select one of the following:	4.0	
(UG) General Education Elective	3.0	MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
		MKTG 510	2.0	
	19	19	19	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 510	1.0 FIN 601	3.0 ECON 601	3.0 MGMT 770	2.0
ORGB 511	3.0 MGMT 510	3.0 MGMT 520	2.0 POM 510	2.0
STAT 510	2.0 (GR) Concentration courses	3.0 ORGB 520	1.0 (GR) Experiential Elective	3.0
(GR) Elective	3.0	(GR) Concentration course	3.0 (GR) Electives	3.0
		(GR) Elective	3.0	
	9	9	12	10

Total Credits 229

Real Estate Management and Development BSBA / Business Administration MBA

Major: Real Estate Management and Development and Business Administration

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Masters of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 52.1501

Standard Occupational Classification (SOC) code: 11-9141

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants

are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90.0 credits, an Accelerated Degree Application must be completed before reaching 120.0 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Students participating in the cooperative education program will be enrolled in the required prep course, COOP 101, generally three terms before their co-op begins. As of September 2020, COOP 101 will be one credit.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective	ENGL 200 through ENGL 399	3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture		
Communications, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0

Science		
Computer Science, Information Systems, Science		3.0
Seven (7.0) credits must be earned by taking courses from the following topics: Communication, English, Fine Arts, Global Studies, Language, Philosophy, Anthropology, History, Sociology, Political Science, Psychology, Computer Science, Information Systems, Math, Science		7.0
Free Electives		18.0
Business Requirements		
ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Major Requirements		
Required Real Estate & Management Major Courses		
BLAW 330	Real Estate Law	4.0
MGMT 210	Research Methods I	2.0
MGMT 211	Research Methods II	2.0
REMD 110	Introduction to Real Estate Management	4.0
REMD 320	Sustainability in the Built Environment	4.0
REMD 375	Real Estate Finance	4.0
REMD 410	Real Estate Investment and Asset Management	4.0
REMD 491	Senior Capstone in Real Estate Management & Development	4.0
REMD T480	Special Topics in REMD	4.0
MBA Program		
Degree Requirements		
Required Courses		
ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Experiential Requirement: Select one		3.0

BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	
Concentration Requirements		9.0
Free Electives		9.0
Students selecting a concentration can choose from the following:		
Business Analytics Concentration		
Required Course		
STAT 632	Datamining for Managers	
Select two of the following:		
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	
MIS 630	Inter-Active Decision Support Systems	
MIS 633	Predictive Business Analytics with Relational Database Data	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
OPR 626	System Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT T680	Special Topics in STAT	
Finance Concentration		
Required Courses		
Select three of the following of which 2 MUST be from FIN		
ACCT 601	Managerial Accounting	
BLAW 620	Legal Aspects of Employment	
BLAW T680	Special Topics in BLAW	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 640	Mergers and Acquisitions	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
FIN 790	Seminar in Finance	
FIN T680	Special Topics in FIN	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MKTG 630	Global Marketing	
MKTG 646	Services Marketing	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
POM 624	Management of Service Firms	
REMD 675	Real Estate Finance	
STAT 634	Quality & Six-Sigma	
TAX 660	Tax Basis for Decision Making	
Marketing Concentration		
Required Courses		
Select three of the following, of which 2 MUST be from MKTG:		
BLAW T680	Special Topics in BLAW	
ECON 540	Intro to Econometrics and Data Analysis	
ECON 610	Microeconomics	

FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics
FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I
REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting

FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
POM 615	Supply Chain Management II
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 Year 1 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	

UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
	16	16	15	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 BLAW 330	4.0 PHIL 105	3.0
STAT 201	4.0 COM 270	3.0 FIN 301	4.0 REMD 110	4.0
(UG) History (HIST) elective	4.0 STAT 202	4.0 MKTG 201	4.0 REMD T480	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ORGB 300	4.0 (UG) Free Electives	6.0
BIO 100 or 101	BIO 100 or 101			
CHEM 1	CHEM 1			
PHYS 151	PHYS 151			
	15	14	16	17

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 REMD 320	4.0
		MGMT 210	2.0 REMD 375	4.0
		MGMT 211	2.0 (UG) Free elective	4.0
		(UG) Free Elective	4.0 (UG) General Education Elective	3.0
		(UG) General Education Elective	3.0	
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
REMD 410	4.0 MGMT 450	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
UNIV B201	1.0 REMD 491	4.0 MGMT 260	Student classified as Graduate Student	
(UG) Free elective	3.0 (UG) General Education elective	3.0 MGMT 370		
(UG) Social Science elective	3.0 (UG) Society & Culture elective	3.0 MGMT 371		
(UG) Science elective	3.0 MGMT 510	3.0 MGMT 372		
ACCT 510	2.0	MGMT 451		
ORGB 511	3.0	SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	6.0	
		ORGB 520	1.0	
		(GR) Experiential Elective	3.0	
	19	17	17	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 FIN 601	3.0 BLAW 510	1.0 MGMT 770	2.0
MKTG 510	2.0 MGMT 520	2.0 ECON 601	3.0 (GR) Electives	6.0
STAT 510	2.0 (GR) Electives	6.0 POM 510	2.0	
(GR) Elective	3.0	(GR) Elective	3.0	
	9	11	9	8

Total Credits 229

5 Year 2 Co-Op Plan

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
	16	16	18	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History Elective	4.0 STAT 202	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	18	17

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 BLAW 330	4.0
		MKTG 201	4.0 PHIL 105	3.0
		ORGB 300	4.0 REMD 110	4.0
		(UG) Free Elective	3.0 (UG) Free Elective	6.0
		(UG) Science Elective	3.0 (UG) Science Elective	3.0
	0	0	18	20

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 210	2.0 REMD 375	4.0 MGMT 450	4.0 Undergraduate Degree Awarded	

MGMT 211	2.0 REMD 410	4.0 REMD 491	4.0 Student Classified as Graduate
INTB 200	4.0 REMD T480	4.0 UNIV B201	1.0
REMD 320	4.0 (UG) Free Elective	6.0 (UG) Fine Arts Elective	3.0
(UG) Free Elective	4.0	(UG) Free Elective	4.0
(UG) General Education Elective	3.0	Select one of the following:	4.0
		MGMT 260	
		MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	

	19	18	20	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 FIN 601	3.0 ECON 601	3.0 OPR 601	3.0
ORGB 511	3.0 MGMT 510	3.0 MGMT 520	2.0 MGMT 770	2.0
ACCT 510	2.0 (GR) Concentration courses	6.0 ORGB 520	1.0 (GR) Experiential Elective	3.0
MKTG 510	2.0	(GR) Concentration course	3.0 (GR) Electives	6.0
STAT 510	2.0	(GR) Elective	3.0	
	11	12	12	14

Total Credits 229

Sport Business BSBA / Business Administration MBA

Major: Sport Business and Business Administration

Degree Awarded: Bachelor of Science in Business Administration (BSBA) and Master of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 229.0

Co-op Options: Two Co-ops (Five years); One Co-op (Five years)

Classification of Instructional Programs (CIP) code: 31.0504

Standard Occupational Classification (SOC) code: 25-1193

About the Program

Drexel LeBow's BS/MBA program provides academically qualified undergraduate students with the opportunity to earn both a bachelor's degree and an MBA within five years of study. Graduating with an MBA and an undergraduate degree provides students with a competitive edge when entering the job market without having the time constraints of typical degree pursuits. This program is offered to all students pursuing a bachelor of science in business administration as well as students from select undergraduate programs across the university.

Admission Requirements

The BS/MBA program requires a two-tiered application process which includes both undergraduate and graduate requirements. All applicants are required to complete a BS/MBA Accelerated Degree Application available through the undergraduate BS/MBA advisor for each college.

A plan of study/sequence sheet must be completed for each applicant with the assistance of their undergraduate BS/MBA advisor to ensure that all undergraduate degree requirements are met within the required four years. Both documents must be submitted together for approval and processing.

Undergraduate Application Requirements

At the undergraduate level, a provisional BS/MBA attribute code will be placed on the student record at the time of admission. Once the student has accumulated 90 credits, an Accelerated Degree Application must be completed before reaching 120 credits, at which time a BS/MBA code will be placed on the application.

Degree Requirements

Students participating in the cooperative education program will be enrolled in the required prep course, COOP 101, generally three terms before their co-op begins. As of September 2020, COOP 101 will be one credit.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business Communication	3.0
COOP 101	Career Management and Professional Development	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
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 I	3.0
UNIV B101	The Drexel Experience	1.0
UNIV B201 [WI]	Career Management	1.0
English literature elective	ENGL 200 through ENGL 399	3.0
Fine Arts elective		3.0
History (HIST) elective		4.0
Select two of the following:		6.0
BIO 100	Applied Cells, Genetics & Physiology	
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
CHEM 151	Applied Chemistry	
PHYS 151	Applied Physics	

General Education Electives

Students select (16.0 credits) of general education electives, with a minimum of one course in each of the following three categories. Students take the remaining 7.0 credits from any of the topics listed under Additional General Education Electives.

Society and Culture		
Communications, English, Fine Arts, Global Studies, Language or Philosophy		3.0
Social Science		
Anthropology, History, Sociology, Political Science, Psychology		3.0
Science		
Computer Science, Information Systems, Science		3.0

Seven (7.0) credits must be earned by taking courses from the following topics: 7.0
 Communication, English, Fine Arts, Global Studies, Language, Philosophy,
 Anthropology, History, Sociology, Political Science, Psychology, Computer
 Science, Information Systems, Math, Science

Free Electives 18.0

Business Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
BSAN 160	Business Analytics and Data Visualization	4.0
BUSN 101	Foundations of Business I	4.0
BUSN 102	Foundations of Business II	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
INTB 200	International Business	4.0
MGMT 450	Strategy and Competitive Advantage	4.0
MIS 200	Management Information Systems	4.0
MKTG 201	Introduction to Marketing Management	4.0
OPM 200	Operations Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
STAT 201	Introduction to Business Statistics	4.0
Select one of the following:		4.0
MGMT 260	Introduction to Entrepreneurship	
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Major Requirements

Required Sport Business Major Courses

SMT 110	The Business of Sport	4.0
SMT 201	Sports Marketing, Promotion, and Public Relations	4.0
SMT 230	Sports and the Law	4.0
SMT 285	Sport, Industry, and Society	4.0
SMT 320	Sport Economics	4.0

Select five (3) of the following: 12.0

SMT 205	Sport Media Relations	
SMT 220	Recreation, Wellness & Society	
SMT 227	Sport Entrepreneurship	
SMT 240	Olympic Games	
SMT 245	NCAA Compliance	
SMT 250 [WI]	Technology and Sport	
SMT 255	Legal Foundations of Title IX	
SMT 260	Sports Agents & Labor Relations	
SMT 262	Digital Sports Storytelling	
SMT 270	Sports Facility Planning & Management	
SMT 275	Sports Event Management	
SMT 290	Digital Media in Sport	
SMT 305	Fundraising in Sports	
SMT 307	Corporate Sponsorship in Sports	
SMT 310	Sports Contracts	
SMT 321	Money, Power, Politics: College Sports in America	
SMT 325	Business of Sports Media	
SMT 333	Sports Gambling	
SMT 335	Sport Governance & Policy	
SMT 340 [WI]	International Aspects of Sport	
SMT 362	Sport Ticket Sales	
SMT 380	Sports Analytics	
SMT 475	Sports Industry Practicum	

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Experiential Requirement: Select one		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	

Concentration Requirements 9.0

Free Electives 9.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Required Course

STAT 632 Datamining for Managers

Select two of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MIS 630	Inter-Active Decision Support Systems
MIS 633	Predictive Business Analytics with Relational Database Data
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
OPR 601	Managerial Decision Models and Simulation
OPR 626	System Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 636	Experimental Design
STAT T680	Special Topics in STAT

Finance Concentration

Required Courses

Select three of the following of which 2 MUST be from FIN

ACCT 601	Managerial Accounting
BLAW 620	Legal Aspects of Employment
BLAW T680	Special Topics in BLAW
ECON 614	Macroeconomics
ECON 630	International Economics
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 602	Advanced Financial Management
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 640	Mergers and Acquisitions
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
FIN 790	Seminar in Finance

FIN T680	Special Topics in FIN
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MKTG 630	Global Marketing
MKTG 646	Services Marketing
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
POM 624	Management of Service Firms
REMD 675	Real Estate Finance
STAT 634	Quality & Six-Sigma
TAX 660	Tax Basis for Decision Making

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG:

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders

OPR 601	Managerial Decision Models and Simulation
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Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers
REMD 675	Real Estate Finance

Select one of the following:

CMGT 535	Community Impact Analysis
ECON 625	Urban and Real Estate Economics
FIN 622	Financial Institutions & Markets
MKTG 638	New Product Planning, Strategy, and Development
ORGB 640	Negotiations for Leaders
POM 610	Supply Chain Management I
REAL 568	Real Estate Development
REMD T680	Special Topics in REMD

Supply Chain Management & Logistics Concentration

Required Courses

POM 610	Supply Chain Management I
POM 615	Supply Chain Management II
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

General Business Concentration

Complete 9 graduate credits. See your academic advisor for suggestions

Total Credits **229.0**

* A minimum of 20.0 elective (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. Students planning to apply for a CPA license in Pennsylvania have to obtain 225.0 quarter credit hours, the equivalent to 150 semester hours.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program ([http://drexel.edu/coas/](http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-)

program/). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Sample Plan of Study

4 Year 1 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture elective	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 PHIL 105	3.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 SMT 110	4.0
(UG) History (HIST) elective	4.0 STAT 202	4.0 ORGB 300	4.0 SMT 201	4.0
Select one of the following:	3.0 Select one of the following:	3.0 (UG) Science Elective	3.0 (UG) Free Electives	6.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	17

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 SMT 285	4.0
		SMT 230	4.0 SMT 320	4.0
		(UG) Free Elective	4.0 (UG) Free elective	4.0
		(UG) General Education Elective	3.0 (UG) General Education Elective	3.0
	0	0	15	15

Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
UNIV B201	1.0 MGMT 450	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) Sport Business Major Course	4.0 (UG) Sport Business Major Courses	8.0 MGMT 260	Student classified as Graduate Student	
(UG) General Education elective	3.0 FIN 601	3.0 MGMT 370		

(UG) Free elective	3.0 MGMT 510	3.0	MGMT 371	
(UG) Social Science elective	3.0 POM 510	2.0	MGMT 372	
ACCT 510	2.0		MGMT 451	
ORGB 511	3.0		SMT 372	
			STAT 202	
			(UG) Fine Arts electives	6.0
			(UG) Free elective	3.0
			ORGB 520	1.0
			MGMT 530	2.0
			(GR) Electives	3.0
	19	20	19	0

Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
MKTG 510	2.0 BLAW 510	1.0 ECON 601	3.0	
STAT 510	2.0 MGMT 520	2.0 MGMT 770	2.0	
(GR) Electives	6.0 (GR) Electives	6.0 (GR) Elective	3.0	
		(GR) Experiential Elective	3.0	
	10	9	11	

Total Credits 229

5 Year 2 Co-Op Plan

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 101	4.0 BUSN 102	4.0 ACCT 115	4.0 VACATION	
ECON 201	4.0 CIVC 101	1.0 BSAN 160	4.0	
ENGL 101 or 111	3.0 ECON 202	4.0 COOP 101	1.0	
MATH 101	4.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
UNIV B101	1.0 MATH 102	4.0 PSY 101	3.0	
		(UG) Society & Culture Elective	3.0	
	16	16	18	0

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 116	4.0 BLAW 201	4.0
		STAT 201	4.0 COM 270	3.0
		(UG) History Elective	4.0 STAT 202	4.0
		(UG) Free Elective	3.0 (UG) Social Science Elective	3.0
		Select one of the following:	3.0 Select one of the following:	3.0
		BIO 100 or 101	BIO 100	
		CHEM 151	CHEM 151	
		PHYS 151	PHYS 151	
	0	0	18	17

Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	FIN 301	4.0 PHIL 105	3.0
		MKTG 201	4.0 SMT 110	4.0
		ORGB 300	4.0 SMT 201	4.0
		(UG) Free Elective	3.0 (UG) Free Elective	6.0
		(UG) Science Elective	3.0 (UG) Science Elective	3.0
	0	0	18	20
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTB 200	4.0 SMT 320	4.0 MGMT 450	4.0 Undergraduate Degree Awarded	
SMT 230	4.0 (UG) Sport Business Major Course	8.0 UNIV B201	1.0 Student Classified as Graduate	
SMT 285	4.0 (UG) Free Electives	6.0 (UG) Sport Business Major Course	4.0	
(UG) Free Elective	4.0	(UG) Fine Arts Elective	3.0	
(UG) General Education Elective	3.0	(UG) Free Elective	4.0	
		Select one of the following:	4.0	
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	19	18	20	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 FIN 601	3.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 MGMT 510	3.0 MGMT 520	2.0 OPR 601	3.0
MKTG 510	2.0 (GR) Concentration courses	6.0 ORGB 520	1.0 (GR) Experiential Elective	3.0
ORGB 511	3.0	(GR) Concentration course	3.0 (GR) Electives	6.0
STAT 510	2.0	(GR) Elective	3.0	
	11	12	12	14
Total Credits 229				

Minor in Accounting

About the Minor

Accounting is the language of business and so much more. It provides the critical information that guides decision-making at all levels of business, government, and non-profit organizations. The minor in Accounting is

designed for students with varied backgrounds who seek to develop knowledge and skills in accounting fundamentals.

Requirements

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- Business administration, business and engineering and economic students may complete any of the business minors, including economics, finance, international economics, legal studies, management information systems, marketing, business analytics, organizational management, technology innovation management, and operations and supply chain management.
- **Cannot do a major and a minor in the same field 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.

Program Requirements

Required Courses		
ACCT 115	Financial Accounting Foundations	4.0
	or ACCT 110 Accounting for Professionals	
ACCT 116	Managerial Accounting Foundations	4.0
TAX 341	Federal Income Taxes	4.0
	or TAX 342 Advanced Federal Taxes	
Select three (3) of the following:		12.0
ACCT 321	Financial Reporting I	
ACCT 322	Financial Reporting II	
ACCT 323	Financial Reporting III	
ACCT 331	Cost Accounting	
ACCT 341	Principles of Auditing	
TAX 360	Cannabis, Cookies and Cyberspace: The New Age of State & Local Taxation	
Total Credits		24.0

* Note: Another elective can be substituted with the prior approval of the department.

Minor in Behavioral Economics and Business

About the Minor

Decision-makers are drawing from a variety of fields to inform their choices, and social scientists are increasingly reaching across disciplines to model human behavior. Economists, for example, have brought insight from psychology into their field and created a new field within economics—behavioral economics. The minor in Behavioral Economics and Business offers students the opportunity to learn about decision-making from a variety of perspectives and should be of interest to those who wish to broaden their understanding of choices made by individuals, firms, governments, and other agents.

Program Requirements

ECON 201	Principles of Microeconomics	4.0
ECON 365	Behavioral Economics	4.0
PSY 330	Cognitive Psychology	3.0
Select at least 13 credits from the following		13.0
ECON 250	Game Theory and Applications	
ECON 350	Applied Econometrics [W]	
MKTG 356	Consumer Behavior	
MKTG 326	Marketing Insights	
or MKTG 365	Digital Marketing	
ORGB 420	Negotiations and Conflict Resolution	
ORGB 320	Leadership: Theory and Practice	
or ORGB 400	Team Development and Leadership	
PSY 312	Cognitive Neuroscience	
Total Credits		24.0

Students pursuing a BA or BS in Economics are not eligible for this Minor.

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Minor in Business Administration

About the Minor

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.

Requirements

- No more than 2 courses or 8.0 credits 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 matriculation at Drexel.
- 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 and business & engineering & economic students may complete any of the business minors, including accounting, economics, finance, international economics, legal studies, management information systems, marketing, business analytics, organizational management, technology innovation management, and operations & supply chain management.
- **Cannot do a major and a minor in the same field 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.

Program Requirements

Students select six of the following:		24.0
ACCT 115	Financial Accounting Foundations	
or ACCT 11	Accounting for Professionals	
BLAW 201	Business Law I	
or BLAW 321	Law of Business Organizations	
ECON 201	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	
FIN 301	Introduction to Finance	
MIS 200	Management Information Systems	
MKTG 201	Introduction to Marketing Management	
OPM 200	Operations Management	
ORGB 300	Organizational Behavior [W]	
STAT 201	Introduction to Business Statistics	
STAT 202	Business Statistics II	
Total Credits		24.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Minor in Business Analytics

About the Minor

How does a company design an effective social media campaign for its brand new product? How does a bank make credit card offers or detect fraud? How does a chain store stock its shelves with just the right products at the right price? Technology has made it possible to collect, store, process, and analyze massive data sets that can help

businesses make better decisions; however, there remains a gap that can only be filled by those with a background in business analytics. From the junior analyst providing daily reports on production to the CEO seeking to transform their business, all are looking for guidance and talent in business analytics.

LeBow students are uniquely positioned to address descriptive, diagnostic, predictive, prescriptive, and preemptive questions across the business analytics life cycle from the corporate generation of data through the application and impact on managerial and leadership decision-making and innovation.

Ranked second in a Computerworld survey on the most difficult skills to find, business analytics expertise is not only scarce, but in demand. McKinsey Global Institute reports that the United States could face a shortage of between 140,000 and 190,000 individuals who possess business analytics skills and an additional 1.5 million managers with the skills to implement the results.

The Business Analytics minor at LeBow features the same curriculum as the co-major in Business Analytics. The curriculum enables students to tailor the program to their interests and anticipated career path.

One of the distinguishing features of the Business Analytics minor is the required senior project (BSAN 460) where students work in small teams on business analytics projects that utilize real-world data. The projects require students to bring together all the key elements of the business analytics curriculum to derive business insights for a business challenge. Experiencing this data-driven decision process is invaluable career preparation.

Requirements

- No more than 2 courses or 8.0 credits 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 should check the prerequisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- Business administration, business and engineering and economic students may complete any of the business minors, including economics, finance, international economics, legal studies, management information systems, marketing, organizational management, technology innovation management, and operations and supply chain management.
- **Cannot do a major and a minor in the same field 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.

Program Requirements

BSAN 360	Programming for Data Analytics	4.0
BSAN 460	Business Analytics Senior Project	4.0
MIS 343	Database Design and Implementation	4.0
STAT 331	Introduction to Data Mining for Business	4.0
Business Analytics electives (select two of the following):		8.0
ECON 350 [WI]	Applied Econometrics	
ECON 360	Time Series Econometrics	
MKTG 366	Customer Analytics	
MKTG 367	Data-Driven Digital Marketing	

OPR 320	Linear Models for Decision Making
OPR 330	Advanced Decision Making and Simulation
OPR 350	Optimization in Finance
STAT 335	Introduction to Experimental Design

Total Credits **24.0**

* Prerequisites for this minor are (BSAN 160 or BSAN 260) and (STAT 202 OR STAT 206).
The following groupings of courses are recommended by departments for their respective career pathways. Students are strongly encouraged to complete three courses for at least one career pathway, based on their other major(s) and career goals.

Accounting:

STAT 331: Introduction to Data Mining for Business
MIS 342: Systems Analysis and Design
OPR 320: Linear Models for Decision Making

Economics:

ECON 301: Microeconomics
ECON 350 [WI] : Applied Econometrics
ECON 360: Time Series Econometrics
STAT 331: Introduction to Data Mining for Business
MKTG 366: Customer Analytics
MKTG 367: Data-Driven Digital Marketing
BSAN 360: Programming for Data Analytics

Finance:

ECON 350 [WI] : Applied Econometrics
ECON 360: Time Series Econometrics
STAT 331: Introduction to Data Mining for Business
OPR 320: Linear Models for Decision Making
OPR 350: Optimization in Finance

Management Information Systems:

MIS 342: Systems Analysis and Design
MIS 361: Information System Project Management

Marketing: (Even though only three will be counted toward the BA co-major/minor, we recommend that the students use their primary major or free business electives to complete all of the courses below in order to develop a solid foundation. Note that MKTG 366 and STAT 331 employ similar techniques and MKTG 367 and STAT 335 employ similar techniques.)

MKTG 326: Marketing Insights
MKTG 366: Customer Analytics
MKTG 367: Data-Driven Digital Marketing
STAT 331: Data Mining
STAT 335: Introduction to Experimental Design

Operations and Supply Chain Management:

ECON 350 [WI] : Applied Econometrics
ECON 360: Time Series Econometrics
STAT 331: Introduction to Data Mining for Business
STAT 335: Introduction to Experimental Design
MIS 342: Systems Analysis and Design
OPR 320: Linear Models for Decision Making
OPR 330: Advanced Decision Making and Simulation
OPR 340: Decision Models for the Public Sector
MKTG 366: Customer Analytics
MKTG 367: Data-Driven Digital Marketing

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 may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Minor in Business Consulting

About the Minor

The Business Consulting minor is designed to equip students with practical skills and competencies through project-based coursework and industry collaboration.

Students will complete at least half of their degree requirements in experiential learning courses focused on business problem-solving. In these courses, students work in interdisciplinary teams to provide business solutions to organizations across industries.

Through elective courses, students can study areas such as organizational behavior, management information systems, and international business.

Admission Requirements

Open to any undergraduate student enrolled at the University.

Program Requirements

Required Courses

MGMT 370	For-Profit Business Consulting	4.0
MGMT 371	Nonprofit Business Consulting	4.0
MGMT 372	Startup Business Consulting	4.0
Business Consulting Electives (select three of the following)		12.0
MGMT 301	Designing Innovative Organizations	
MGMT 364	Technology Management	
MGMT 380	International Business Consulting	
MIS 342	Systems Analysis and Design	
MIS 347	Domestic and Global Outsourcing Management	
MIS 361	Information System Project Management	
ORGB 320	Leadership: Theory and Practice	
ORGB 400	Team Development and Leadership	
ORGB 420	Negotiations and Conflict Resolution	

Total Credits 24.0

Minor in Finance

About the Minor

A minor in Finance develops students' abilities to make strategic financial decisions and add value to any company or organization. It will enhance

the skillset of students majoring in accounting, business analytics, engineering, entrepreneurship, and real estate.

Requirements

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- Business administration, business and engineering and economic students may complete any of the business minors, including accounting, economics, international economics, legal studies, management information systems, marketing, business analytics, organizational management, technology innovation management, and operations and supply chain management.
- **Students cannot do a major and a minor in the same field of study**

All core mathematics and statistics courses should be completed before embarking on the upper-level Finance minor courses. A second course in business statistics, STAT 202, with a minimum grade of C, must be completed as a prerequisite for the minor's required courses.

Program Requirements

Required Courses

ACCT 115	Financial Accounting Foundations	4.0
or ACCT 110	Accounting for Professionals	
FIN 301	Introduction to Finance	4.0
FIN 302	Intermediate Corporate Finance	4.0
FIN 321	Investment Securities & Markets	4.0
FIN 325	Financial Institutions and Markets	4.0
Any Finance Elective		4.0
Total Credits		24.0

Additional Information

All prospective students should meet with an advisor from the College as soon as possible. Call 215.895.2110 to set up an appointment. Prospective students may also consult with the Finance Department (<https://www.lebow.drexel.edu/academics/undergraduate/areas-of-study/finance/>).

Minor in Financial Technology

About the Minor

Financial technology is the application of technology in providing financial services to clients and competes with traditional methods for providing these services. It includes, but is not limited to, cryptocurrencies, peer-to-peer lending, crowdfunding, initial coin offerings, and the technology-based alternatives to personal advising or trading.

Admission Requirements

Must be enrolled in an undergraduate degree program at the University.

Program Requirements

Please note the following prerequisites are required to complete the Minor in Financial Technology: FIN 301, FIN 302, FIN 321, INFO 101, ENGR 131 or ENGR 132 & PHYS 102.

Required Courses

ACCT 115	Financial Accounting Foundations	4.0
or ACCT 110	Accounting for Professionals	
FIN 339	Fintech	4.0
FIN 340	Seminar in Finance	4.0
Select from the following:		12.0
CT 140	Network Administration I	
CT 201	Information Technology Security I	
CT 382	Applied Cryptography	
CT 393	Information Technology Security Risk Assessment	
ENGR 131	Introductory Programming for Engineers	
or ENGR 132	Programming for Engineers	
ECE 105	Programming for Engineers II	
ECE 200	Digital Logic Design	
ECE 201	Foundations of Electric Circuits I	
FIN 325	Financial Institutions and Markets	

Total Credits 24.0

Minor in Legal Studies

About the Minor

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- Business administration, business & engineering and economic students may complete any of the business minors, including accounting, economics, finance, international economics, management information systems, marketing, business analytics, organizational management, technology innovation management, and operations & supply chain management.
- **Cannot do a major and a minor in the same field 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.

Program Requirements

Requirements

BLAW 201	Business Law I	4.0
Select five of the following:		20.0
BLAW 202	Business Law II	
BLAW 321	Law of Business Organizations	
BLAW 330	Real Estate Law	
BLAW 334	Labor Law	
BLAW 338	Government Regulation and Business	
BLAW 340	International Business Law	
BLAW 342	Criminal Law	
BLAW 346	Entrepreneurial Law	
BLAW 348	White Collar Crime	
BLAW 356	Legal Issues in Corporate Governance	

BLAW 358	Employment Law
BLAW 360	Intellectual Property and Cyber Law

Total Credits

24.0

Minor in Management Information Systems

About the Minor

Requirements

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- Business administration, business and engineering and economic students may complete any of the business minors, including accounting, economics, finance, international economics, legal studies, marketing, business analytics, organizational management, technology innovation management, and operations and supply chain management.
- **Cannot do a major and a minor in the same field 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.

Program Requirements

Required Courses

MIS 200	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 364	Information Security Systems Management	4.0

Total Credits

24.0

Minor in Marketing

About the Minor

Marketing is one of the most dynamic areas of business because it focuses on satisfying the ever-changing wants and needs of people. Since it involves the creation of value for customers, as well as the acquisition and retention of customers, this minor is appropriate in combination with a myriad of business and non-business majors including, but not limited to, International Business, Business Analytics, Finance, Management, Management Information Systems, Entrepreneurship, Economics, Legal Studies, Engineering, Design and Merchandising, Fashion Design, Product Design, Interior Design, Music Industry, Film and Video, Communications, Hospitality Management, and Psychology.

Requirements

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- **Cannot do a major and a minor in the same field 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 201	Introduction to Marketing Management	4.0
MKTG 380	Seminar in Marketing Strategy	4.0
Select four of the following:		16.0
MKTG 321	Selling and Sales Management	
MKTG 322	Advertising & Integrated Marketing Communications	
MKTG 324	Marketing Channels and Distribution Systems	
MKTG 326	Marketing Insights	
MKTG 344	Professional Personal Selling	
MKTG 347	New Product Development	
MKTG 348	Services Marketing	
MKTG 351	Marketing for Non-Profit Organizations	
MKTG 355	Interactive Marketing	
MKTG 356	Consumer Behavior	
MKTG 357	Global Marketing	
MKTG 362	Brand and Reputation Management	
MKTG 364	Marketing for New Ventures	
MKTG 365	Digital Marketing	
MKTG 366	Customer Analytics	
Total Credits		24.0

Minor in Operations and Supply Chain Management

About the Minor

The minor in Operations and Supply Chain Management is designed to prepare students for work as managers or specialists in the operations of manufacturing or service systems. Companies worldwide are competing in very different ways and very different environments than they were in the past because of technological advances. Operations, supply chain management, and logistics are key functions through which companies can gain strategic advantage, and companies are hiring graduates to drive innovations for their new economic surroundings. In this minor, courses drawing on the foundations and the state of the art for both manufacturing and service industries allow students to craft a course of study that can meet the new demands.

Requirements

- No more than 2 courses or 8.0 credits 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 should check the prerequisites of all classes when selecting electives. It is the responsibility of the student to know prerequisites.
- Business administration and business and engineering and economic students may complete any of the business minors, including accounting, economics, finance, international economics, legal studies, management information systems, marketing, business

analytics, organizational management, and technology innovation management.

- **Cannot do a major and a minor in the same field 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.

Program Requirements

Required Courses

OPM 324	Operations Planning	4.0
OPR 320	Linear Models for Decision Making	4.0
Select four of the following:		16.0
MGMT 301	Designing Innovative Organizations	
MGMT 364	Technology Management	
OPM 200	Operations Management	
OPM 315	Service Operations Management	
OPM 341	Supply Chain Management	
OPM 342	Sustainable Supply Chain Management and Logistics	
OPM 343	Managing Queues for Service Operations	
OPM 344	Revenue Management	
OPM 399	Operations & Supply Chain Management Industry Project	
OPR 330	Advanced Decision Making and Simulation	
OPR 340	Decision Models for the Public Sector	
STAT 325	Six-Sigma Quality Implementation	

Total Credits

24.0

Additional Information

For more information about the program, students should contact the Department of Decision Sciences (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/decision-sciences-and-mis/>).

Minor in Organizational Management

About the Minor

The minor in Organizational Management is designed to develop students' knowledge and skills in leadership, teamwork, and communication. These organizational management skills are intended to supplement core functional knowledge from other majors from around the university. The curriculum provides students with a foundation of skills for effectively working with others in a variety of contexts and situations.

Requirements

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.
- Business and engineering and economic students may complete any of the business minors, including accounting, economics, finance, international economics, legal studies, management information systems, marketing, business analytics, technology innovation

management, organizational management, and operations and supply chain management.

- **Cannot do a major and a minor in the same field of study**

Program Requirements

Required Courses

ORGB 300 [WI]	Organizational Behavior	4.0
ORGB 320	Leadership: Theory and Practice	4.0
ORGB 400	Team Development and Leadership	4.0
ORGB 420	Negotiations and Conflict Resolution	4.0
Select two of the following courses:		8.0
HRMT 323	Principles of Human Resource Administration	
ORGB 430	Strategic Career Development	
MGMT 364	Technology Management	
MGMT 370	For-Profit Business Consulting	
Total Credits		24.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Learning Goals

Upon completing the minor, students will be able to:

- Discover important insights about oneself as a leader and develop a self-awareness of strengths and opportunities for personal growth
- Manage career and networks to achieve personal growth
- Develop the skills and competencies needed to lead effectively in today's dynamic and diverse environment
- Increase conceptual understanding of leadership in different types of situations and facing different types of challenges
- Learn how to influence and manage conflict within organizations
- Identify various approaches and imperatives for leading teams
- Recognize ethical dilemmas in management practice and how to infuse ethical standards within a group or team
- Learn how to effectively function within a team and lead a team for success
- Recognize how human factors can both distort and enhance the process of managerial decision-making

- Understand how the changing nature of work (e.g., global, technological, etc.) influences choices about design and practices within organizations

Minor in Real Estate Management and Development

About the Minor

A minor in Real Estate Management and Development (REMD) is designed to prepare students to analyze real estate investment from a business perspective. It will enhance the skillset of students majoring in accounting, entrepreneurship, finance, marketing, and construction management.

Program Requirements

REQUIRED COURSES		
BLAW 330	Real Estate Law	4.0
FIN 301	Introduction to Finance	4.0
REMD 110	Introduction to Real Estate Management	4.0
REMD 320	Sustainability in the Built Environment	4.0
REMD 375	Real Estate Finance	4.0
REMD 410	Real Estate Investment and Asset Management	4.0
Total Credits		24.0

Minor in Sport Management

About the Minor

The minor in Sport Management is designed to introduce students to the primary areas of study in the sport industry. Students will be exposed to a variety of perspectives for assessing the sports business.

Program Requirements

SMT 110	The Business of Sport	4.0
SMT 201	Sports Marketing, Promotion, and Public Relations	4.0
SMT 285	Sport, Industry, and Society	4.0
SMT 230	Sports and the Law	4.0
SMT 320	Sport Economics	4.0
Choose one (1) from the following		4.0
SMT 205	Sport Media Relations	
SMT 270	Sports Facility Planning & Management	
SMT 275	Sports Event Management	
SMT 290	Digital Media in Sport	
SMT 335	Sport Governance & Policy	
SMT 340 [WI]	International Aspects of Sport	
SMT 380	Sports Analytics	
Total Credits		24.0

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Minor in Sport Regulation & Compliance

About the Minor

The minor provides preparation for those interested in sport agencies and university athletics compliance offices. The minor also provides additional preparation for law school for those students with interest in continuing their legal education.

Admission Requirements

Open to any undergraduate student enrolled at the University.

Program Requirements

Please note the following prerequisites are required to complete the Minor in Sport Regulation & Compliance: *BLAW 201 & ORGB 300*.

Required Courses		
SMT 230	Sports and the Law	4.0
SMT 245	NCAA Compliance	4.0
SMT 255	Legal Foundations of Title IX	4.0
SMT 260	Sports Agents & Labor Relations	4.0
SMT 333	Sports Gambling	4.0
SMT 335	Sport Governance & Policy	4.0
Total Credits		24.0

Sport Business Majors are not permitted to take this Minor.

Minor in Technology Innovation Management

About the Minor

The minor in Technology Innovation is designed to develop students' knowledge and skills in innovation process and strategic approaches to technology. These technology innovation management skills are intended to supplement core functional knowledge from other majors from around the university.

- No more than 2 courses or 8.0 credits 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 should check the pre-requisites of all classes when selecting electives. It is the responsibility of the student to know pre-requisites.

- Business and engineering and economic students may complete any of the business minors, including accounting, economics, finance, international economics, international business, legal studies, management information systems, marketing, business analytics, organizational management, and operations and supply chain management.
- **Cannot do a major and a minor in the same field of study**

Program Requirements

Required Courses		
MGMT 201	Introduction to Technology Innovation Management	4.0
MGMT 301	Designing Innovative Organizations	4.0
MGMT 302	Competing in Technology Industries	4.0
MGMT 364	Technology Management	4.0
Electives: Select two courses from the following options.		8.0
Accounting:		
ACCT 320	Fundamentals of Accounting for New Ventures	
ACCT 321	Financial Reporting I	
ACCT 331	Cost Accounting	
TAX T480	Special Topics in TAX	
Business Consulting:		
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting	
Economics:		
ECON 301	Microeconomics	
ECON 330	Managerial Economics	
ECON 338	Industrial Organization	
International Business:		
INTB 440	Seminar in International Business	
INTB 332	Multinational Corporations	
MGMT 380	International Business Consulting	
MKTG 357	Global Marketing	
Finance:		
FIN 302	Intermediate Corporate Finance	
FIN 325	Financial Institutions and Markets	
FIN 335	Entrepreneurial Finance	
FIN 339	Fintech	
Legal Studies:		
BLAW 321	Law of Business Organizations	
BLAW 340	International Business Law	
BLAW 346	Entrepreneurial Law	
BLAW 360	Intellectual Property and Cyber Law	
Marketing:		
MKTG 347	New Product Development	
MKTG 355	Interactive Marketing	
MKTG 364	Marketing for New Ventures	
MKTG 365	Digital Marketing	
MKTG 367	Data-Driven Digital Marketing	
Management Information Systems:		
MIS 346	Management Information Systems Strategy	
MIS 361	Information System Project Management	
Operations and Supply Chain Management:		
OPM 315	Service Operations Management	
OPM 324	Operations Planning	
OPM 344	Revenue Management	
OPM 341	Supply Chain Management	
Organization Management:		
ORGB 400	Team Development and Leadership	
ORGB 420	Negotiations and Conflict Resolution	

Sport Business:

SMT 120	The Business of Esport
SMT 227	Sport Entrepreneurship
SMT 250 [WI]	Technology and Sport
SMT 285	Sport, Industry, and Society
SMT 325	Business of Sports Media

Computing & Informatics:

CS 150	Computer Science Principles
INFO 110	Introduction to Human-Computer Interaction
INFO 150	Introduction to Ubiquitous Computing
INFO 215	Social Aspects of Information Systems

Total Credits **24.0**

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.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

Certificate in Brand and Reputation Management

About the Program

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 Brand and Reputation Management certificate program introduces the concept of the product, personal, 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 *Brand & Reputation Management Project*. The topic and scope of the project must be approved by the department head in the Department of Marketing (<http://www.lebow.drexel.edu/faculty-and-research/disciplines/marketing/>).

Completed projects will be a written project submitted to the department head of Marketing for evaluation in a pass/fail manner.

Program Requirements

COM 181	Public Relations Principles and Theory	3.0
MKTG 322	Advertising & Integrated Marketing Communications	4.0
MKTG 362	Brand and Reputation Management	4.0
MKTG 363	Brand & Reputation Management Project *	1.0

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

MKTG 324	Marketing Channels and Distribution Systems
MKTG 347	New Product Development
MKTG 348	Services Marketing
MKTG 356	Consumer Behavior

Or a course from outside the LeBow College in a related field, with the approval of the Department Head in the department of Marketing.

Total Credits **16.0**

* Taken upon the completion of all other requirements.

Certificate in Social Responsibility in Business

Through coursework, 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, open only to currently enrolled Drexel University students, encourages students to seek co-op experience and positions after graduation with firms committed to acting with social responsibly.

Program Requirements

In conjunction with the Lindy Center for Civic Engagement, (<http://drexel.edu/lindycenter/>) 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 underprivileged 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 *

BUSN 103	Advanced First Year Business Seminar *	2.0
ENTP 270	Social Entrepreneurship	3.0
MKTG 368	Corporate Responsibility Management	4.0
ORGB 320	Leadership: Theory and Practice	4.0
PHIL 301	Business Ethics	3.0

Total Credits **16.0**

* Students must take BUSN 103 Social Responsibility in Business.

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