



DREXEL UNIVERSITY

LeBow

College of Business

CATALOG

2022-2023

UNDERGRADUATE



catalog.drexel.edu

Table of Contents

LeBow College of Business	3
Undergraduate Programs	7
Accounting	7
Business Analytics	14
Business and Engineering	22
Esport Business	31
Finance	36
General Business	41
Legal Studies	46
International Business	53
International Business Co-Major	53
Management Information Systems	60
Marketing	68
Operations & Supply Chain Management	76
Organizational Management	85
Real Estate Management and Development	91
Sport Business	97
Technology Innovation Management	103
Business Undeclared	112
Accelerated Degrees	
Accounting (BSBA) / Master of Business Administration (MBA)	115
Finance BSBA / Business Administration MBA	121
International Business BSBA / Business Administration MBA	127
Legal Studies BSBA / Business Administration MBA	132
Management Information Systems (BSBA) / Business Administration (MBA)	138
Marketing BSBA / Business Administration MBA	143
Marketing BSBA / Strategic & Digital Communication MS	149
Operations & Supply Chain Management (BSBA) / Business Administration (MBA)	154
Real Estate Management and Development BSBA / Business Administration MBA	160
Sport Business BSBA / Business Administration MBA	165
Minors	
Minor in Accounting	172
Minor in Behavioral Economics and Business	172
Minor in Business Administration	173
Minor in Business Analytics	174
Minor in Business Consulting	175
Minor in Finance	175
Minor in Financial Technology	176
Minor in Legal Studies	177

Minor in Management Information Systems	177
Minor in Marketing	178
Minor in Operations and Supply Chain Management	179
Minor in Project Management	179
Minor in Real Estate Management and Development	180
Minor in Sport Management	180
Minor in Sport Regulation & Compliance	181
Minor in Technology Innovation Management	181
Certificates	184
Certificate in Brand and Reputation Management	184
Certificate in Social Responsibility in Business	184
Index	186

LeBow College of Business

About the College

The mission of the LeBow College of Business is to shape the future of business and business education through innovative external partnerships that drive market-centric academic programs, cutting-edge research and evidence-based solutions impacting industry, and society. The pillars of the Strategic Plan of Drexel University's LeBow College of Business build on the University's long history of industry partnership and our commitment to diversity, equity, and inclusion. 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 11 major options and 5 co-majors, and Bachelors of Science in Business and Engineering, plus an option in 17 minors and 2 certificate programs plus accelerated degree options.

Majors

- Accounting (BSBA) (p. 7)
- Business Analytics (co-major) (BSBA) (p. 14)
- Business and Engineering (BSBAE) (p. 22)
- Business Economics (co-major) (BSBA) (<http://catalog.drexel.edu/undergraduate/schoolofeconomics/businesseconomics/>)
- Esport Business (BSBA) (p. 31)
- Finance (BSBA) (p. 36)
- General Business (BSBA) (p. 41)
- Legal Studies (BSBA) (p. 46)
- International Business (BSBA) (<http://catalog.drexel.edu/undergraduate/schoolofeconomics/internationalbusiness/>)
- International Business (co-major) (BSBA) (p. 53)
- Management Information Systems (BSBA) (p. 60)
- Marketing (BSBA) (p. 68)
- Operations and Supply Chain Management (BSBA) (p. 76)
- Organizational Management (co-major) (BSBA) (p. 85)
- Real Estate Management and Development (BSBA) (p. 91)
- Sport Business (BSBA) (p. 97)
- Technology Innovation Management (co-major) (BSBA) (p. 103)

Undeclared

- Business Undeclared (p. 112)

Accelerated Degrees

- Accounting (BSBA) / Business Administration (MBA) (p. 115)
- Finance (BSBA) / Business Administration (MBA) (p. 121)
- International Business (BSBA) / Business Administration (MBA) (p. 127)
- Legal Studies (BSBA) / Business Administration (MBA) (p. 132)
- Management Information Systems (BSBA) / Business Administration (MBA) (p. 138)
- Marketing (BSBA) / Business Administration (MBA) (p. 143)
- Marketing (BSBA) / Strategic & Digital Communication (MS) (p. 149)
- Operations & Supply Chain Management (BSBA) / Business Administration (MBA) (p. 154)
- Real Estate Management and Development (BSBA) / Business Administration (MBA) (p. 160)
- Sport Business (BSBA) / Business Administration (MBA) (p. 165)

Minors

- Accounting (p. 172)
- Behavioral Economics and Business (p. 172)
- Business Administration (p. 173)
- Business Analytics (p. 174)
- Business Consulting (p. 175)
- Finance (p. 175)
- Financial Technology (p. 176)
- Legal Studies (p. 177)
- Management Information Systems (p. 177)
- Marketing (p. 178)
- Operations and Supply Chain Management (p. 179)
- Organizational Management (<http://catalog.drexel.edu/undergraduate/collegeofbusiness/organizationalmanagementminor/>)
- Project Management (p. 179)
- Real Estate Management and Development (p. 180)
- Sport Management (p. 180)
- Sport Regulation & Compliance (p. 181)
- Technology Innovation Management (p. 181)

Certificates

- Brand and Reputation Management (p. 184)
- Social Responsibility in Business (p. 184)

About the College

The mission of the LeBow College of Business (<http://www.lebow.drexel.edu/>) is to shape the future of business and business education through innovative external partnerships that drive market-centric academic programs, cutting-edge research, and evidence-based solutions impacting industry and society. The pillars of the Strategic Plan of Drexel University's LeBow College of Business build on the University's long history of industry partnership and our commitment to diversity, equity, and inclusion. 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 11 major options and 5 co-majors, and Bachelors of Science in Business and Engineering, plus an option in 16 minors and 2 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.

In today's complex business world, knowledge in a variety of subject areas is essential to becoming a successful business leader. LeBow College of Business students are encouraged to complement their business studies with general education electives from a breadth of subject areas to promote intellectual curiosity, support a particular career track, and/or provide exposure to a new subject area never before considered. Many general education electives offer students the opportunity to develop skills highly valued by employers, such as communication, critical thinking, problem solving, teamwork, and technology.

There are three categories of required general education for the BSBA:

- Culture, Diversity, and Global Perspectives
- Humanities and Social Science
- Natural Science and Technology

The courses listed on this page provide students flexible choices in satisfying the BSBA general education requirements.

BSBA General Education Electives

Culture, Diversity, & Global Perspectives (select two)	6.0-8.0
GST 100-499	
Humanities & Social Science (select two)	6.0-8.0
AFAS 100-499	
ANTH 100-499	

ARCH 141-144	
ARTH 100-499	
COM 100-499	
CIS 100-499	
DIGM 100-499	
ENGL 104-110, 114-499	
ENSS 100-499	
FMST 100-499	
GST 100-499	
HIST 100-499	
HUM 100-499	
JWST 100-499	
LANG 100-499	
LING 100-499	
MENA 100-499	
MUSC 100-499	
PHIL 100-499	
PPE 100-499	
PHOTO 100-499	
PSCI 100-499	
PROD 101	
PSY 100-499	
PBHL 100-499	
RELS 100-499	
SCTS 100-499	
SCRP 100-499	
SOC 100-499	
THTR 115, 116 or 121	
TVST 100-499	
VSST 100-499	
WGST 100-499	
WRIT 100-499	
Natural Science & Technology (select two)	6.0-8.0
BIO 100-499	
CHEM 100-499	
CS 100-499	
CI 100-499	
CT 100-499	
DSCI 100-499	
ENVS 100-499	
ENSS 120 or 275	
GEO 100-499	
VSCM 100-499	
INFO 100-499	
MATH 103-499	
NFS 100 or 101	
PHYS 100-499	
PHEV 100-499	

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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab

- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Esport 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.

Michael Wagner, PhD (*Vienna University of Technology*) *Program Director, Digital Media*. Associate Professor. Educational use of digital media and computer games.

Accounting

Major: Accounting

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

Calendar Type: Quarter

Minimum Required Credits: 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

Why Major in Accounting?

Interested in a career in a profession respected for integrity and ethics where you routinely face new challenges, engage in life-long learning, work in dynamic teams, and have in demand skills? Consider accounting!

The accounting profession is in an exciting time of evolution with automation, data analytics, remote work, as well as the “usual” changes in financial reporting and tax regulations.

It is no longer true that accountants sit in the back room working by themselves. Accountants fill key roles on teams as business partners and financial experts in consulting, professional services, public accounting, companies of all sizes, startups, nonprofit organizations and all levels of government.

A Bachelor of Science in Business Administration with a major in Accounting from LeBow empowers you with a solid foundation in accounting and tax principles, analysis and communication skills, and the ability to collaborate to solve complex issues.

Many students enrolling in the Bachelor of Science in Business Administration (BSBA) degree with a major in Accounting are interested in becoming a Certified Public Accountant (CPA) or Certified Management Accountant (CMA).

Licensing for the CMA certification is administered by the Institute of Management Accountants (IMA) and is not dependent on state/jurisdiction. Certification eligibility criteria consist of prerequisite requirements including work experience, educational requirements, and the CMA exam. The required curriculum for the BSBA with a major in Accounting meet the education requirements to earn a CMA license. For more information, please see the IMA's CMA Certification requirements (<https://www.imanet.org/cma-certification/?ssopc=1>).

The requirements for becoming a certified public accountant (CPA) vary by state but generally include completing 150 semester (225 quarter) credit hours in an accounting program at a college or university, passing the CPA exam, and a specific amount of relevant work experience. This NASBA resource provides links to each of the state boards of accountancy to learn more about the specific requirements for your state.

The required curriculum for the BSBA with a major in Accounting by itself does not meet the education requirements to earn a CPA license. The LeBow College of Business offers courses that may allow an individual to meet the education requirements to earn a CPA license. Students planning to obtain a CPA license should consult with their academic advisor and 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 [W]	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 [W]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts Elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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 12.0

Students select 12.0 General Education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society & Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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	
Required Accounting Major Courses		
ACCT 321	Financial Reporting I	4.0
ACCT 322	Financial Reporting II	4.0
ACCT 331	Cost Accounting	4.0
or ACCT 341	Principles of Auditing	
TAX 341	Federal Income Taxes	4.0
Required Accounting Major Electives		16.0
ACCT 200	Emerging Issues in Accounting & Tax	
ACCT 323	Financial Reporting III	
ACCT 327	Financial Statement Analysis	
ACCT 329	Advanced Accounting	
ACCT 331	Cost Accounting	
or ACCT 341	Principles of Auditing	
ACCT 344	Internal Auditing	
ACCT 350	Accounting Information Systems	
ACCT T480	Special Topics in ACCT	
BSAN 360	Programming for Data Analytics	
FIN 302	Intermediate Corporate Finance	
TAX 342	Advanced Federal Taxes	
TAX 360	Cannabis, Cookies and Cyberspace: The New Age of State & Local Taxation	
TAX 411	Tax Research	
TAX 425	Tax & Business Strategy	
Required Accounting Experiential (Please choose 1)		4.0
ACCT 360	Lead & Learn: Financial Accounting	
ACCT 420	Emerging Industry Analysis: Accounting Perspective	
ACCT T480	Special Topics in ACCT	
TAX 415	Tax Experiential Learning	
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.

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 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 General Education 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 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	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 General Education elective	3.0
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	ACCT 331 or 341	4.0 TAX 341	4.0
		ORGB 300	4.0 Free elective	4.0
		PHIL 105	3.0 Required Accounting Major Elective	4.0
		Required Accounting Major Elective	4.0	
	0	0	15	12

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Fine Arts elective	3.0
Free elective	3.0 Free elective	3.0 Free electives	8.0
General Education electives	6.0 Required Accounting Experiential Elective	4.0 Select one of the following:	4.0
Required Accounting Major Elective	4.0 Required Accounting Major Elective	4.0 MGMT 260	
		MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	
	14	15	15

Total Credits 180

* 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.

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

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 General Education 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 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 General Education 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 331 or 341	4.0 TAX 341	4.0
		ORGB 300	4.0 Free electives	4.0
		PHIL 105	3.0 Required Accounting Major Elective	4.0
		Required Accounting Major Elective	4.0	
	0	0	15	12

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Fine Arts elective	3.0
Free elective	3.0 Free elective	3.0 Free electives	8.0
General Education electives	6.0 Required Accounting Experiential Elective	4.0 Select one of the following:	4.0
Required Accounting Major Elective	4.0 Required Accounting Major Elective	4.0 MGMT 260	
		MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	
	14	15	15

Total Credits 180

* 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.

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 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 General Education 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 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 322	4.0 ACCT 331 or 341	4.0 TAX 341	4.0 VACATION	
FIN 301	4.0 ORGB 300	4.0 Free elective	4.0	
MIS 200	4.0 PHIL 105	3.0 Required Accounting Major Elective	4.0	
General Education elective	3.0 Required Accounting Major Elective	4.0		
	15	15	12	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Fine Arts elective	3.0
Free elective	4.0 Free elective	3.0 Free electives	8.0
General Education electives	6.0 Required Accounting Experiential Elective	4.0 Select one of the following:	4.0
Required Accounting Major Elective	4.0 Required Accounting Major Elective	4.0 MGMT 260	
		MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	
	15	15	15

Total Credits 180

* Students not participating in co-op will take one additional credit of Free Elective instead of COOP 101.

Co-op/Career Opportunities

A degree in accounting provides a wide variety of career opportunities. You can specialize, becoming an accounting, audit, or tax expert. You can also use the business understanding and analysis skills an accounting degree provides to enter the industry of your choice. All industries use accounting/financial data to make sound decisions. You can also combine areas of interest for example law and accounting as a forensic accountant (fraud examiner) or sports and accounting working for a sports team. The possibilities meet your ambitions.

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 experience needed for CPA and CMA certifications.

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.

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Accounting Faculty

Stephen B. Bates, DBA (*Wilmingon 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.

Mary Howard Assistant Clinical Professor.

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

Minimum Required Credits: 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; students are required to choose a major in one of the functional areas of business alongside 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, but people with skills in business analytics are needed to convert the information contained in the data into business decisions. From the junior analyst providing daily reports on production to the CEO seeking to transform the 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, starting from the corporate generation of data through to applications for innovation and executive decision-making.

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. 7)
- Finance (p. 36)
- International Business (<http://catalog.drexel.edu/undergraduate/schoolofeconomics/internationalbusiness/>)
- Legal Studies (p. 46)
- Management Information Systems (p. 60)
- Marketing (p. 68)
- Operations & Supply Chain Management (p. 76)
- Real Estate Management and Development (p. 91)
- Sport Business (p. 97)

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 (ENGL 200 - ENGL 399)		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
History (HIST) 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
or PHYS 170	Electricity and Motion
or PHYS 175	Light and Sound

General Education electives

12.0

Students select 12.0 General Education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society & Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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

STAT 202	Business Statistics II	4.0
Primary Major Courses **		36.0
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 [WI]	Applied Econometrics	
ECON 360	Time Series Econometrics	
ECON 370	Experiments and Causality in Economics	
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	
SMT 380	Sports Analytics	
STAT 335	Introduction to Experimental Design	
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 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
- Esport Business
- Finance
- International Business
- Legal Studies
- Management Information Systems
- Marketing
- Operations & Supply Chain Management
- Real Estate Management and Development
- 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.

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 BSAN 160	4.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 CIVC 101	1.0	
MATH 101	4.0 MATH 102	4.0 ENGL 103 or 113	3.0	
UNIV B101	1.0	PSY 101	3.0	
	16	15	15	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:	3.0 ENGL 200- ENGL 399 Course	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	Free Elective	1.0		
	18	16	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 General Education elective	3.0 General Education elective	3.0	
Primary Major courses *	8.0 History (HIST) elective Primary Major course *	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
Business Analytics elective	4.0 STAT 331	4.0 General Education elective	3.0
Fine Arts elective	3.0 Business Analytics elective	4.0 Primary Major courses *	8.0
General Education elective	3.0 Primary Major course *	4.0	
Primary Major Course *	4.0		
	15	16	15

Total Credits 186

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 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	3.0	
		BSAN 160	4.0	
	16	15	16	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	3.0 ENGL 200 - ENGL 399 Course	3.0	
	CHEM 151	BIO 100 or 101	3.0	
	PHYS 151, 170, or 175	CHEM 151		
		PHYS 151, 170, or 175		
	15	15	18	15
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	BSAN 360	4.0 MIS 343	4.0
		Primary Major course *	4.0 General Education elective	3.0
		History (HIST) elective	4.0 Primary Major courses *	8.0
		General Education elective	3.0	
	0	0	15	15
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 courses *	8.0	
Business Analytics elective	4.0 Primary Major course *	4.0 General Education elective	3.0	
Fine Arts elective	3.0 Business Analytics elective	4.0		
General Education elective	3.0			
	15	16	15	

Total Credits 186

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 ECON 202	4.0 COOP 101	1.0	
ENGL 101 or 111	3.0 ENGL 102 or 112	3.0 CIVC 101	1.0	
MATH 101	4.0 MATH 102	4.0 ENGL 103 or 113	3.0	
UNIV B101	1.0	PSY 101	3.0	
		BSAN 160	4.0	
	16	15	16	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 STAT 202	4.0
		STAT 201	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	18	15
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 PHIL 105	3.0
		OPM 200	4.0 Primary Major courses *	8.0

		ENGL 200 - ENGL 399 Course	3.0	
	0	0	15	15
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	BSAN 360	4.0 MIS 343	4.0
		Primary Major course *	4.0 General Education elective	3.0
		History (HIST) elective	4.0 Primary Major courses *	8.0
		General Education elective	3.0	
	0	0	15	15
Fifth 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 courses *	8.0	
Business Analytics elective	4.0 Primary Major course *	4.0 General Education elective	3.0	
Fine Arts elective	3.0 Business Analytics elective	4.0		
General Education elective	3.0			
	15	16	15	

Total Credits 186

* See degree requirements (p. 15) for a list of business majors that may be completed in conjunction with the business analytics major.

Co-Op/Career Opportunities

Business Analytics Degree Salary & Career Opportunities

Business analytics is the foundation of many business practices and deals heavily in analyzing and studying data and trends. Mastering this set of skills offers graduates a variety of career types.

Career Growth Opportunities for Business Analytics Majors

Career opportunities for graduates with degrees in business analytics have exploded in the past few years as most major organizations have adopted data-driven and technology-focused approaches. Unfortunately, job candidates with experience in business analytics are scarce. As the demand for analysts grows, compensation for these positions is also increasing.

Graduates with a background in business analytics hold positions such as strategy consultants, research analysts, data scientists and supply chain managers. Additionally, an increasing amount of top business executives are expected to understand business analytics as they guide their organizations so companies are seeking leaders with this kind of experience at the C-suite level.

Business analytics are being used by companies in all industries including healthcare, nonprofit/government, financial services, professional sports, retail, manufacturing, transportation, legal services and more as evidenced by those companies recognized as the inaugural Analytics 50 (<https://www.lebow.drexel.edu/faculty-and-research/centers/business-analytics-solutions-center/analytics-50/2016-honorees/>).

What is the Average Salary for an Business Analytics Major?

The approximate average starting salary for LeBow undergraduate business analytics co-majors in 2020 was \$66,500.

What Type of Skills Will You Gain From a Business Analytics Degree?

A major in business analytics can prepare you to influence critical business decisions through in-depth analysis of corporate and industry trends. With the broad foundation in key disciplines and specialized training in analytics, this degree provides an expansive skill set that can be applied in a variety of industries.

An example of skills this degree provides includes:

- Operations management
- Organizational behavior
- Linear, quadratic, exponential, and logarithmic functions
- Linear programming
- Fundamentals of analysis and recording of business transactions

- Systems analysis and design
- Predictive business analytics with relational database dat

What Can You Do with a Degree in Business Analytics?

There are a multitude of jobs available to someone with a business analytics degree. This specialized skill set is becoming increasingly sought after in the job market and career opportunities are increasing as a result.

Common Titles for Undergraduate Business Analytics Majors

- Advanced Analytics and Optimization Consultant
- Business Intelligence Consultant
- Database Administrator
- Data Analyst
- Data Collector
- Enterprise Information Consultant
- Enterprise Content
- Management Consultant
- Performance Management Consultant
- Predictive Analyst
- Strategy Consultant

Innovative Industries in Business Analytics

- Athletics
- Banking and Finance
- Consulting
- Corporations
- Database Marketing and Research
- eCommerce
- Government
- Healthcare
- Manufacturing
- Retail
- Software and technology
- Telecommunications

Top Job Landings for Recent Drexel Business Analytics Graduates

Recent Drexel business analytics graduates have landed jobs at the following companies:

- Aramark
- CliftonLarsonAllen
- Deloitte
- Goldman, Sachs & Co.
- Publicis Health Media

Professional Organizations for Business Analytics Graduates and Current Students

- American Statistical Association (<https://www.amstat.org/>)
- International Institute of Business Analysis (<https://www.iiba.org/>)
- Web Analytics Association (<https://www.digitalanalyticsassociation.org/>)

Continuing Education Opportunities

Many business analytics majors also choose to continue their studies in graduate schools, pursuing such degrees as:

- MBA (<https://www.lebow.drexel.edu/academics/graduate/mba/>)
- MS in Business Analytics (<https://www.lebow.drexel.edu/academics/graduate/master-of-science/ms-business-analytics/>)
- Web Analyst Certification Program (<https://www.digitalanalyticsassociation.org/certification/>)

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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

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

Minimum Required Credits: 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 as part of the curriculum. See the list of minors that are currently offered (p. 3) by the LeBow College of Business. The minor in Business Administration cannot be chosen due to overlap with required courses in the Business and Engineering curriculum.

About the Engineering Concentrations

All Business and Engineering students are required to complete an engineering concentration as part of the curriculum. The following engineering concentrations are available:

- 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. 23).

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:		
MKTG 366	Customer Analytics	4.0
MKTG 367	Data-Driven Digital Marketing	4.0
OPR 330	Advanced Decision Making and Simulation	4.0
OPR 340	Decision Models for the Public Sector	4.0
STAT 325	Six-Sigma Quality Implementation	4.0
STAT 331	Introduction to Data Mining for Business	4.0
Technology Innovation Management		
Select one of the following:		
MGMT 301	Designing Innovative Organizations	4.0
MGMT 302	Competing in Technology Industries	4.0
MGMT 364	Technology Management	4.0
Operations Management		
Select one of the following:		
MIS 361	Information System Project Management	4.0
OPM 315	Service Operations Management	4.0
OPM 324	Operations Planning	4.0
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 200	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	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 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

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	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. 23).

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

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 324	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 concentration	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. 23).

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Co-Op/Career Opportunities

Business and Engineering Degree Salary & Career Opportunities

A degree in business and engineering will prepare you for a wide range of careers. The business and engineering program is an innovative approach to combining many aspects of ingenuity and technology, preparing you for more than just business and engineering jobs. Earning a degree in these disciplines supplies you with a set of skills that will prepare you for a variety of career types, including careers in technology-driven organizations in industries such as pharmaceuticals or aerospace engineering.

Career Growth Opportunities for Business and Engineering Majors

Companies that succeed by bringing innovations to market need employees who can understand technology and business. A degree in business and engineering provides a cross-disciplinary skill-set that bridges the gap between these two areas that often have a difficult time communicating.

What is the Average Salary for an Business and Engineering Major?

LeBow students who graduated with an undergraduate degree in business and engineering in 2020 had an average starting salary of \$61,458.

What Type of Skills Will You Gain From an Business and Engineering Degree?

The business and engineering degree provides training in functional business areas such as accounting, economics, finance, information systems, law, marketing, organizational behavior, operations, and statistics. After completing a firm foundation in science and mathematics, the degree focuses on in-depth study of operations, technology innovation management, and other functional business areas.

An example of the skills that the business and engineering provides includes:

- Producing clear, robust, and efficient code
- Conceptualizing and designing computational algorithms
- Customer analytics
- Identifying, building and commercializing technological innovations
- Budgeting, product costing, and analysis of financial statements
- Developing models of dynamic systems
- Using MATLAB for solution of contemporary engineering problems

What Can You Do with a Degree in Business and Engineering?

There are a multitude of jobs available to someone with a business and engineering degree. The skills this degree focuses on prepares you for a wide range of jobs in many different career fields.

Common Titles for Undergraduate Business and Engineering Graduates

- Business Analyst
- Consulting Analyst
- Engineer
- Management Consultant
- Manager
- Project Manager

Innovative Industries in Business and Engineering

- Corporations
- Consulting
- Engineering
- Pharmaceuticals
- Technology

Top Job Landings for Recent Drexel Business and Engineering Graduates

Recent Drexel LeBow Business and Engineering majors have landed jobs at the following companies:

- Accenture
- Aimco
- The Boeing Company

- Goldman Sachs
- IBM
- Lockheed Martin
- Microsoft
- Morgan Stanley
- Pfizer
- Rockefeller & Co.
- SpaceX
- UTC Aerospace Systems
- West-Ward Pharmaceuticals

Professional Organizations for Business and Engineering Graduates and Current Students

- American Institute of Chemical Engineers (<https://www.aiche.org/>)
- Institute of Electrical and Electronics Engineers (<https://www.ieee.org/>)
- Society of American Military Engineers (<https://www.same.org/>)

Continuing Education Opportunities for Business and Engineering Degree Graduates

Many students also choose to continue their studies in graduate schools, pursuing such degrees as:

- MBA (<https://www.lebow.drexel.edu/academics/graduate/mba/>)
- PhD in Business with a specialization in Management (<https://www.lebow.drexel.edu/academics/doctorate/phd-programs/areas-of-study/organizational-behavior-and-strategy/>)
- Engineering Manager Professional Certification (Society of Mechanical Engineers) (<http://www.sme.org/engineering-manager-professional-certification.aspx>)

Recent Drexel LeBow Business and Engineering alumni have gone on to pursue advanced degrees in the following programs:

- Harvard University Business School (MBA)
- New York University (MS in Individualized and Interdisciplinary Study)

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

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

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

Minimum Required Credits: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	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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	
General Education Electives		12.0
Students select (12.0) credits worth of general education electives, with a minimum of one course in each of the following four categories.		
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)		
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	
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:		3.0
GMAP 102	Game Design Lab II	
GMAP 345	Game Development Foundations	
Choose one (1) from the following:		3.0
EAM 211	Strategic Management for Entertainment and Arts Management	
EAM 220	Law for Entertainment and Arts Management Managers	
EAM 315	Content Strategies for Digital Products	
Choose two (2) from the following:		8.0
SMT 201	Sports Marketing, Promotion, and Public Relations	
SMT 260	Sports Agents & Labor Relations	
SMT 262	Digital Sports Storytelling	
SMT 290	Digital Media in Sport	
SMT 325	Business of Sports Media	
SMT 340 [WI]	International Aspects of Sport	
SMT 375	Sport Finance	
Total Credits		180.0

- * Students not participating in co-op will take one additional credit of Free Elective instead 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. COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select student may be eligible to take COOP 001 in place of COOP 101.

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 General Education 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	

		ORGB 300	4.0 SMT 120	4.0
		General Education Elective	3.0 General Education Elective	3.0
	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	0	16	14
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	
Select one of the following:	4.0 Fine Arts Elective	3.0 SMT 201		
SMT 201	Select one of the following:	3.0 SMT 260		
SMT 260	EAM 211	SMT 262		
SMT 262	EAM 220	SMT 290		
SMT 290	EAM 315	SMT 325		
SMT 325		SMT 340		
SMT 340		SMT 375		
SMT 375				
	15	14	12	

Total Credits 180

- * 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.
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.

Esport 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.

Michael Wagner, PhD (*Vienna University of Technology*) *Program Director, Digital Media*. Associate Professor. Educational use of digital media and computer games.

Finance

Major: Finance

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

Calendar Type: Quarter

Minimum Required Credits: 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: 52.0304

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 (<https://www.lebow.drexel.edu/academics/undergraduate/areas-of-study/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.

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

Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)

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
or PHYS 171 Electricity and Motion
or PHYS 172 Light and Sound

General Education Electives 12.0

Students select (12.0 credits) general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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
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 six of the following: 24.0

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

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

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.

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		
	16	16	14	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 STAT 202	4.0 ORGB 300	4.0	
Select one of the following:	3.0 Select one of the following:	3.0 General Education 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	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 302	4.0 FIN 321	4.0 FIN 325	4.0 VACATION	
MIS 200	4.0 PHIL 105	3.0 INTB 200	4.0	
OPM 200	4.0 Free electives*	7.0 Free elective	4.0	
General Education elective	3.0	General Education elective	3.0	
	15	14	15	0

Fourth Year			
Fall	Credits Winter	Credits Spring	Credits
Finance Major Electives	12.0 UNIV B201	1.0 MGMT 450	4.0
Free electives	4.0 English Literature elective: ENGL 200 - ENGL 399	3.0 Finance Major Elective	4.0
	Fine Arts elective	3.0 Free elective	4.0
	Finance Major Electives	8.0 General Education elective	3.0
	16	15	15
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 (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 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 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	FIN 321	4.0 FIN 325	4.0
		PHIL 105	3.0 INTB 200	4.0
		Free Electives	6.0 Free Elective	4.0
	15	14	15	15

campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) 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

Minimum Required Credits: 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. 91)) 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 [W]	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 [W]	Career Management	1.0
English Literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499: Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHOT), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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		12.0
Students select (12.0) credits general education electives, with a minimum of one course in each of the following four categories.		
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)		
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 **		
Nine required courses		36.0
Students will select nine (9) courses from the following subject codes with course range of 100-499. Accounting (ACCT), Economics (ECON), Finance (FIN), Human Resource Management (HRMT), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Marketing (MKTG), Management Information Systems (MIS), Business Statistics (STAT), Organizational Behavior (ORGB), Operations Research (OPR), Operations Management (OPM), Real Estate Management & Development (REMD), and/or Sport Business (SMT)		
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 nine 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 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		
	16	16	14	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	
Select one of the following:	3.0 MGMT 260			
BIO 100 or 101	MGMT 451			
CHEM 151	STAT 202			
PHYS 151	Select one of the following:	3.0		
	BIO 100 or 101			
	CHEM 151			
	PHYS 151			
	18	15	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ORGB 300	4.0 Fine Arts elective	3.0 General Education Elective	6.0 VACATION	
PHIL 105	3.0 General Education elective	3.0 Major Electives	8.0	
Major Electives	8.0 History (HIST) elective	4.0		
	Major Electives	8.0		
	15	18	14	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Free electives*	9.0
Free electives	6.0 Free elective	4.0 Major Elective	4.0
General Education elective	3.0 Major Elective	4.0	
Major Elective	4.0		
	14	12	13

Total Credits 180

* Students not participating in co-op will take one additional credit of Free Elective instead of COOP 101.

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		
	MATH 102	4.0		
	16	17	14	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 Select one of the following:	4.0 OPM 200	4.0 Major Electives	8.0
STAT 201	4.0 BUSN 451	English Literature elective (ENGL 200 - ENGL 399)	3.0	
Select one of the following:	3.0 MGMT 260			
BIO 100 or 101	MGMT 451			
CHEM 151	STAT 202			
PHYS 151	Select one of the following:	3.0		
	BIO 100 or 101			
	CHEM 151			
	PHYS 151			
	18	15	15	15
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
Fine Arts elective	3.0 General Education electives	6.0 COOP EXPERIENCE	COOP EXPERIENCE	
General Education elective	3.0 Major Electives	8.0		
History (HIST) elective	4.0			
Major Electives	8.0			
	18	14	0	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
UNIV B201	1.0 MGMT 450	4.0 Free electives	8.0	
Free electives	6.0 Free elective	4.0 Major Elective	4.0	
General Education elective	3.0 Major Elective	4.0		
Major Elective	4.0			
	14	12	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 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 INTB 200	4.0 COOP EXPERIENCE	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 451			
Select one of the following:	3.0 MGMT 260			
BIO 100 or 101	MGMT 451			
CHEM 151	STAT 202			

PHYS 151	Select one of the following BIO 100 or 101 CHEM 151 PHYS 151	3.0		
	18	15	0	0
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 ORGB 300	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
MKTG 201	4.0 PHIL 105	3.0		
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
Fine Arts elective	3.0 General Education Elective	6.0 COOP EXPERIENCE	COOP EXPERIENCE	
History (HIST) elective	4.0 Major Electives	8.0		
Major Electives	8.0			
	15	14	0	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
UNIV B201	1.0 MGMT 450	4.0 Free electives	8.0	
Free electives	6.0 Free elective	4.0 Major Elective	4.0	
General Education elective	3.0 General Education elective	3.0		
Major Elective	4.0 Major Elective	4.0		
	14	15	12	
Total Credits 180				

* 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. 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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) 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

Minimum Required Credits: 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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives

12.0

Students select (12.0 credits) general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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 nine of the following:		36.0
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 343	Marketing 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	
BLAW I499	Independent Study in BLAW	
BLAW T480	Special Topics in BLAW	

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. 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. 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.

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:	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, 170, or 175	PHYS 151, 170, or 175			
	15	14	15	0

Third Year

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

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
Free elective	4.0 MGMT 450	4.0 UNIV B201	1.0
Legal Studies (BLAW) electives	8.0 Free electives	6.0 Fine Arts elective	3.0
General Education elective	3.0 Legal Studies (BLAW) elective	4.0 Free elective	5.0
		Legal Studies (BLAW) elective	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 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 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 COM 270	3.0
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 OPM 200	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399	3.0 Legal Studies (BLAW) 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	PHIL 105	3.0 Free elective	4.0
		Legal Studies (BLAW) elective	8.0 Legal Studies (BLAW) electives	8.0
		Select one of the following:	4.0 Science elective	3.0
		MGMT 260		
		MGMT 370		
		MGMT 371		
		ORGB 420		
		STAT 202		
	0	0	15	15
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
Free elective	4.0 MGMT 450	4.0 UNIV B201	1.0	
General Education elective	3.0 Free electives	6.0 Fine Arts elective	3.0	
Legal Studies (BLAW) electives	8.0 Legal Studies (BLAW) elective	4.0 Free elective	4.0	
		Legal Studies (BLAW) elective	4.0	
	15	14	12	

Total Credits 180

* 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. 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 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 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 & 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 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		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 COM 270		3.0
		MKTG 201	4.0 INTB 200		4.0
		ORGB 300	4.0 OPM 200		4.0
		ENGL 200 - ENGL 399 Course	3.0 Legal Studies (BLAW) elective		4.0
	0	0	15		15
Fourth Year					
Fall	Credits Winter	Credits Spring	Credits Summer		Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105	3.0 Free Elective		4.0
		Legal Studies (BLAW) elective	8.0 Legal Studies (BLAW) elective		8.0
		Select one of the following:	4.0 Science Elective		3.0
		MGMT 260			
		MGMT 370			
		MGMT 371			
		MGMT 372			
		MGMT 380			
		ORGB 420			
		SMT 372			
		STAT 202			
	0	0	15		15
Fifth Year					
Fall	Credits Winter	Credits Spring	Credits		
Free Elective	4.0 MGMT 450	4.0 UNIV B201	1.0		
General Education Elective	3.0 Free Electives	6.0 Fine Arts Elective	3.0		
Legal Studies (BLAW) elective	8.0 Legal Studies (BLAW) elective	4.0 Free Elective	4.0		
		Legal Studies (BLAW) elective	4.0		
	15	14	12		

Total Credits 180

* 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. 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

Legal studies is the base of the rules and regulations of the business world. An undergraduate degree in legal studies can provide a foundational set of skills that can be applied in a variety of career types and industries. By exploring business through the lens of law, graduates with this degree can go on to become business leaders and influence critical industry decisions.

What Type of Skills Will You Gain From a Legal Studies Degree?

A legal studies degree focuses on more than just learning policy and legal regulations. By ensuring students have a solid understanding of a variety of core business disciplines, the Drexel LeBow legal studies curriculum prepares graduates to be dynamic professionals throughout their careers.

An example of the skills and topics highlighted by this degree:

- Law of business organizations
- Government regulation and business

- International business law
- Entrepreneurial law
- Legal issues in corporate governance

What Can You Do with a Degree in Legal Studies?

Legal studies degree job opportunities are varied and reach a number of industries. From roles in federal and state government to private corporations and law practice, this degree prepares students to make critical business decisions based on legal analysis.

Career Growth Opportunities for Legal Studies Majors

While the natural assumption is that students in a legal studies program plan to go on to law school after graduation, and many do, a background in the law and legal systems benefits graduates interested in all areas of business.

Legal studies graduates go on to careers in real estate, law enforcement, hospital administration, business consulting, government affairs and financial management.

Common Job Titles for Undergraduate Legal Studies Majors

- Compliance Officer
- Human Resource Representative
- Law Enforcement Officer
- Legal Assistant
- Legislative Assistant
- Mediator
- Paralegal
- Real Estate Agent

Innovative Industries in Legal Studies

- Consulting
- Education
- Government
- Healthcare
- Law Enforcement
- Non-profit
- Real Estate

Top Job Landings for Recent Drexel Legal Studies Graduates

- Comcast Corporation
- Grant Thornton
- Morgan Lewis & Bockius LLP

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

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.

International Business Co-Major

Major: International Business

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

Calendar Type: Quarter

Minimum Required Credits: 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: 52.1101

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

About the Program

This major explores the international business environment as well as the internal workings of multinational corporations and the impact of international considerations on the various functional areas of business.

The International Business co-major allows students to choose from a menu of courses. The curriculum is interdisciplinary, with courses drawn from international business, marketing, management, finance, economics, and other areas. Specialized operational courses are offered, along with more general theoretical and comparative ones. The co-major substitutes further training in the form of a Primary Business major for the language courses that are required under the International Business major. Students are encouraged to explore additional opportunities such as international co-ops, study abroad and global classrooms.

Additional Information

For more information about this program, contact the School of Economics (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/economics/>).

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WI]	Business 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	
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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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

12.0

Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society & Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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 451	Management Simulation	
ORGB 420	Negotiations and Conflict Resolution	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	

Primary Major Courses **36.0**

Students completing the International Business co-major (requirements listed below) must do so in conjunction with a primary business major. Students must select a primary major from the following list (Accounting, Entrepreneurship, Finance, Legal Studies, Management Information Systems, Marketing, or Operations & Supply Chain Management.)

International Business Co-Major Requirements **

The International Business Major offers two options: Option (A), which includes study for competency in a language other than English (and other than the student's native language). For more information, please see the International Business (Stand-Alone Option) listed under Majors. Option (B) is the Co-Major option highlighted below. The co-major option substitutes further training in a relevant business discipline or functional field in the form of a Primary Major instead of the language courses.

Select at least six of the following: 24.0

BLAW 340	International Business Law	
COM 345	Intercultural Communication	
COM 360	Strategic International Communication	
ECON 331	International Macroeconomics	
ECON 342	Economic Development	
FIN 346	Global Financial Management	
INTB 332	Multinational Corporations	
INTB 334	International Trade	
INTB 336	International Money and Finance	
INTB 338	Regional Studies in Economic Policies and International Business	
INTB 440	Seminar in International Business	
MGMT 380	International Business Consulting	
MIS 347	Domestic and Global Outsourcing Management	
MKTG 357	Global Marketing	
OPM 324	Operations Planning	

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

- Accounting
- Finance
- Legal Studies
- Management Information Systems
- Marketing
- 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	
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:	3.0 OPM 200	4.0	
STAT 201	4.0 BIO 100 or 101	ENGL 200 - ENGL 399	3.0	
	CHEM 151			
	PHYS 151			
	Select one of the following:	4.0		
	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 451			
	STAT 202			
	15	15	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ORGB 300	4.0 General Education Elective	3.0 General Education Elective	3.0 VACATION	
PHIL 105	3.0 History elective	4.0 International Business Co-Major course	4.0	
International Business Co-Major course	4.0 International Business Co-Major course	4.0 Primary Major courses*	8.0	
Primary Major course*	4.0 Primary Major course*	4.0		
	15	15	15	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Free Electives**	5.0
Fine Arts elective	3.0 International Business Co-Major course	4.0 International Business Co-Major course	4.0
General Education elective	3.0 Primary Major courses*	8.0 Primary Major course*	8.0

International Business Co-Major course	4.0		
Primary Major course *	4.0		
	15	16	17

Total Credits 186

* See catalog for a list of Business majors that may be completed in conjunction with the International Business Co-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.

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 General Education elective	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	16	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 Select one of the following:	3.0 OPM 200	4.0 International Business Co-Major course	4.0
STAT 201	4.0 BIO 100 or 101	ENGL 200 - ENGL 399	3.0 Primary Major course **	4.0
	CHEM 151			
	PHYS 151			
	Select one of the following:	4.0		
	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 451			
	STAT 202			
	15	15	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
General Education Elective	3.0 General Education Elective	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
History elective	4.0 International Business Co-Major course	4.0		
International Business Co-Major course	4.0 Primary Major courses **	8.0		
Primary Major course **	4.0			
	15	15	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Free Electives	4.0
Fine Arts elective	3.0 International Business Co-Major course	4.0 International Business Co-Major course	4.0
General Education elective	3.0 Primary Major courses **	8.0 Primary Major course **	8.0
International Business Co-Major course	4.0		
Primary Major course **	4.0		
	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 catalog for a list of Business majors that may be completed in conjunction with the International Business Co-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 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 General Education elective	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	16	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 INTB 200	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
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			
	Select one of the following:	4.0		
	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 451			
	STAT 202			
	15	15	0	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 301	4.0 ORGB 300	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
MKTG 201	4.0 PHIL 105	3.0		
OPM 200	4.0 International Business Co-Major course	4.0		
ENGL 200 - ENGL 399	3.0 Primary Major course**	4.0		
	15	15	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
General Education Elective	3.0 General Education Elective	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
History elective	4.0 International Business Co-Major course	4.0		
International Business Co-Major course	4.0 Primary Major courses**	8.0		
Primary Major course	4.0			
	15	15	0	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 Free elective	4.0
Fine Arts elective	3.0 International Business Co-Major course	4.0 International Business Co-Major course	4.0

General Education elective	3.0 Primary Major courses**	8.0 Primary Major course**	8.0
International Business Co-Major course	4.0		
Primary Major course**	4.0		
	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 catalog for a list of Business majors that may be completed in conjunction with the International Business Co-Major

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

International Business 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.

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

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

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

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.

Shawkat M. Hammoudeh, PhD (*University of Kansas*). Professor. Applied econometrics, financial economics, international economics, and natural resource economics.

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

Ohyun Kwon, PhD (*University of Wisconsin, Madison*). Assistant Professor. International Trade and Trade Agreements

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

Vibhas Madan, PhD (*Michigan State University*) *R John Chapel Jr. Dean*. Professor. International trade theory, applied microeconomics.

Eydis Olsen, MA (*American University*). Associate Clinical Professor. International business, banking.

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.

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

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

Constantinos Syropoulos, PhD (*Yale University*) *Trustee Professor of International Economics*. Professor. International trade, political economy, applied microeconomics.

Yoto Yotov, PhD (*Boston College*). Professor. International trade, applied microeconomics, political economy.

Management Information Systems

Major: Management Information Systems

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

Calendar Type: Quarter

Minimum Required Credits: 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 [W]	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 [W]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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 or PHYS 170 or PHYS 175	Applied Physics Electricity and Motion Light and Sound	

General Education Electives

12.0

Students select (12.0 credits) general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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	
Management Information Systems Major Required Courses		
MIS 342	Systems Analysis and Design	4.0
MIS 343	Database Design and Implementation	4.0
Select seven of the following:		28.0
BSAN 360	Programming for Data Analytics	
MGMT 302	Competing in Technology Industries	
MGMT 364	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 participating in co-op will take one additional credit of Free Elective instead 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. 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.

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 General Education 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 COM 270	3.0 VACATION	
STAT 201	4.0 MIS 200	4.0 INTB 200	4.0	
History (HIST) elective	4.0 General Education 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 Free elective *	4.0	
Free elective	4.0 Free elective	4.0 General Education elective	3.0	
General Education elective	3.0 Management Information Systems (MIS) elective	4.0 Management Information Systems (MIS) elective	4.0	
	15	15	15	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
Management Information Systems (MIS) electives	12.0 MGMT 450	4.0 UNIV B201	1.0
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	Management Information Systems (MIS) elective	4.0 Management Information Systems (MIS) elective	4.0
MGMT 371			
ORGB 420			
STAT 202			
	16	14	12

Total Credits 180

* Students not participating in co-op will take one additional credit of Free Elective instead of COOP 101.

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 General Education 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 General Education elective	3.0 MKTG 201	4.0 Free elective	4.0
Select one of the following:	3.0 Select one of the following:	3.0 OPM 200	4.0 General Education 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
COOP EXPERIENCE	COOP EXPERIENCE	MIS 342	4.0 MIS 343	4.0
		PHIL 105	3.0 Free elective	3.0
		Free elective	4.0 General Education elective	3.0
		Management Information Systems (MIS) elective	4.0 Management Information Systems (MIS) elective	4.0
	0	0	15	14
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
Management Information Systems (MIS) electives	12.0 MGMT 450	4.0 UNIV B201	1.0	
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	Management Information Systems (MIS) elective	4.0 Management Information Systems (MIS) elective	4.0	
MGMT 371				
ORGB 420				
STAT 202				
	16	14	12	

Total Credits 180

* 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. 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 General Education 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 General Education 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 Free elective	4.0
		OPM 200	4.0 General Education elective	3.0
	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 Free elective	3.0
		Free elective	4.0 General Education elective	3.0
		Management Information Systems (MIS) elective	4.0 Management Information Systems (MIS) elective	4.0
	0	0	15	14
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
Management Information Systems (MIS) electives	12.0 MGMT 450	4.0 UNIV B201	1.0	
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	Management Information Systems (MIS) elective	4.0 Management Information Systems (MIS) elective	4.0	
MGMT 371				
ORGB 420				
STAT 202				
	16	14	12	

Total Credits 180

* 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.

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

Management Information Systems Career Opportunities

Graduates of Drexel's MIS program pursue careers in a variety of business roles that specialize in computer-based resources, information resource management and computer system development. Information technology professionals are currently some of the most needed employees in the business field, and information systems is one of the hardest areas for companies to find qualified candidates to fill positions.

Career opportunities include serving as systems analysts and designers, project managers and consultants. Additionally, many students pursue advanced degrees such as MBAs after graduation.

What Type of Job Skills Will You Gain From an Management Information Systems Degree?

An undergraduate management information systems degree will provide you with the skills you need to achieve your career goals in many industries. An example of the skills this degree provides includes:

- Systems analysis and design
- Database design and implementation
- Management information systems strategy
- Domestic and global outsourcing management

What Can You Do with a Degree in Management Information Systems?

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 which can be applied to a variety of fields.

What is the Average Salary for an Management Information Systems Major?

Drexel LeBow 2020 management information systems graduates earned an average starting salary of \$67,160.

Career Growth Opportunities for Management Information Systems Majors

Co-op Landings

Students studying management and information systems found co-op positions at the following companies:

- CHUBB (formerly ACE USA)
- Clarivate Analytics (Thomson Reuters)
- Comcast Corporation
- Deloitte & Touche
- PECO, an Exelon Company
- PJM Interconnection LLC
- PricewaterhouseCoopers LLP
- SAP America
- Susquehanna Int'l Group LLP

Job Landings

Graduates of the MIS program found jobs at the following companies:

- Comcast Corporation
- Johnson & Johnson
- Vanguard

Common Titles

- Senior Technical Business Analyst
- Systems Analyst
- Software Engineer
- Business Analyst
- Network Administrator
- Senior Director Of Information & Technology
- Systems Administrator
- Information Technology Infrastructure Manager

Industries

- Information Technology
- Accounting
- Finance
- Real Estate

Professional Organizations

- Association for Information Systems (<https://aisnet.org/>)
- Information System Security Association (<https://www.issa.org/>)

Continuing Education Opportunities

- MBA (<https://www.lebow.drexel.edu/academics/graduate/mba/>)

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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) 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

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

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

Minimum Required Credits: 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. Marketing may

also focus on influencing society through behavioral changes regarding issues such as addiction, environmental issues, diversity, equity, and inclusion, among many others. 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 [WJ]	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 [WJ]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives 12.0

Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRCP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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	
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 six (6) of the following:		24.0
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

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

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 General Education 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 MKTG 326	4.0 MKTG 356	4.0 VACATION	
OPM 200	4.0 PHIL 105	3.0 Free elective	3.0	
General Education elective	3.0 Free elective	6.0 General Education elective	3.0	
Marketing (MKTG) elective	4.0 Select one of the following:	4.0 Marketing (MKTG) elective	4.0	
	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 372			
	MGMT 380			
	ORGB 420			
	SMT 372			
	STAT 202			
	15	17	14	0

Fourth Year

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

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 (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 General Education 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 General Education elective	3.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 course	3.0 Marking (MKTG) elective	4.0
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	MKTG 326	4.0 MKTG 356	4.0
		PHIL 105	3.0 Free elective	3.0
		Free electives	6.0 General Education elective	3.0
		Select one of the following:	4.0 Marking (MKTG) elective	4.0
		MGMT 260		
		MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 380		
		ORGB 420		
		SMT 372		
		STAT 202		
	0	0	17	14
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
MGMT 450	4.0 MKTG 380	4.0 Free electives	9.0	
Fine Arts elective	3.0 UNIV B201	1.0 Marketing (MKTG) elective	4.0	
Marketing (MKTG) electives	8.0 General Education elective	3.0		
	Marketing (MKTG) elective	4.0		
	15	12	13	

Total Credits 180

* 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.

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 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	

		General Education 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 General Education elective	3.0		
ENGL 200 - ENGL 399 course	3.0 Marketing (MKTG) elective	4.0		
	15	15	0	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 326	4.0 MKTG 356	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
PHIL 105	3.0 Free elective	3.0		
Free electives	6.0 General Education elective	3.0		
Select one of the following:	4.0 Marketing (MKTG) elective	4.0		
MGMT 260				
MGMT 370				
MGMT 371				
MGMT 372				
MGMT 380				
ORGB 420				
SMT 372				
STAT 202				
	17	14	0	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
MGMT 450	4.0 MKTG 380	4.0 Free electives	9.0	
Fine Arts elective	3.0 UNIV B201	1.0 Marketing (MKTG) elective	4.0	
Marketing (MKTG) electives	8.0 General Education elective	3.0		
	Marketing (MKTG) Elective	4.0		
	15	12	13	

Total Credits 180

* 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.
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

As businesses continue to look for ways to improve their marketing campaigns, the need for candidates able to provide industry insights based on research and branding strategies continues to rise.

Whether you're looking to enter the fields of technology and finance or work directly in business consulting and management, a degree in marketing can be a great starting point for any career.

What Type of Job Skills Will You Gain From an Marketing Degree?

An undergraduate marketing degree will provide you with the skills you need to achieve your career goals in many industries. An example of the skills this degree provides includes:

- Selling and sales management
- Advertising & integrated marketing communications
- New product development
- Services marketing
- Marketing for non-profit organizations
- Global marketing
- Brand and reputation management
- Digital marketing

What Can You Do with a Degree in Marketing?

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.

What is the Average Salary for an Marketing Major?

Drexel LeBow 2018 marketing graduates earned an average starting salary of \$56,303.

Career Growth Opportunities for Marketing Majors

Career opportunities are present in all types of organizations and include specialized roles such as brand manager, market researcher, sales promotion and management consultant.

Common Job Titles for Undergraduate Marketing Majors

- Marketing manager
- Communications manager
- Public relations specialist
- Brand manager
- Product marketing manager
- Market research analyst
- Digital marketing specialist
- Content marketing specialist
- SEO specialist
- Social media marketer
- Marketing automation specialist

Innovative Industries in Marketing

The skills a marketing degree provides can be applied to any industry. An example of industries where marketing may be used includes:

- Consumer Services
- Education
- Tech/Software/Biotech
- Consumer Packaged Goods
- Energy

Co-op Landings

Students majoring in marketing landed co-op positions at the following companies:

- Comcast Corporation
- Drexel University

- Independence Blue Cross
- Publicis Health
- SAP America

Job Landings

Marketing graduates found positions at the following companies:

- GlaxoSmithKline
- JP Morgan Chase
- Vanguard

Professional Associations

- American Marketing Association (<https://www.ama.org/>)
- Association of National Advertisers (<https://www.ana.net/about/>)

Continuing Education Opportunities

- MBA (<https://www.lebow.drexel.edu/academics/graduate/mba/>)
- MS in Marketing (<https://www.lebow.drexel.edu/academics/graduate/master-of-science/ms-marketing/>)

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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space

- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) 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, PhD (*University of Pittsburgh*). 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

Minimum Required Credits: 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 [WJ]	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 [WJ]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives

12.0

Students select (12.0 credits) general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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	
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 five (5) of the following:		20.0
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

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

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, 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 General Education 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 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	MIS 200	4.0 FIN 301	4.0
		MKTG 201	4.0 ORGB 300	4.0
		OPM 200	4.0 Free Elective	4.0
		ENGL 200 - ENGL 399 Course	3.0 General Education elective	3.0
	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 Free Electives	4.0
		PHIL 105	3.0 General Education elective	3.0
		Free Elective	4.0 Operations & Supply Chain Management Elective	4.0
	0	0	15	15

Fifth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 OPM 341	4.0
Free Elective	3.0 Operations & Supply Chain Management Electives	8.0 Fine Arts Elective	3.0
General Education elective	3.0	Free Elective	4.0
Operations & Supply Chain Management Elective	4.0	Operations & Supply Chain Management 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			

* 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.

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 (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 General Education 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 MIS 200	4.0 FIN 301	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 ORGB 300	4.0
History Elective	4.0 INTB 200	4.0 OPM 200	4.0 Free Elective	4.0
Select one of the following:	3.0 Select one of the following:	3.0 ENGL 200 - ENGL 399 Course	3.0 General Education 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
COOP EXPERIENCE	COOP EXPERIENCE	OPM 324	4.0 OPM 315	4.0
		OPR 320	4.0 Free Electives	4.0
		PHIL 105	3.0 General Education Elective	3.0
		Free Elective	4.0 Operations & Supply Chain Management Elective	4.0
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 OPM 341	4.0
Free Elective	3.0 Operations & Supply Chain Management Electives	8.0 Fine Arts Elective	3.0
General Education Elective	3.0	Free Elective	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 370			
MGMT 371			
MGMT 372			
MGMT 380			
ORGB 420			
SMT 372			

STAT 202	15	12	14
----------	----	----	----

Total Credits 180

* 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.

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, 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 General Education 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 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 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 OPM 324	4.0 OPM 315	4.0 VACATION	
ORGB 300	4.0 OPR 320	4.0 Free Elective	4.0	
Free Elective	4.0 PHIL 105	3.0 General Education Elective	3.0	
General Education Elective	3.0 Free Elective	4.0 Operations & Supply Chain Management Elective	4.0	
	15	15	15	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 450	4.0 OPM 341	4.0
Free elective	3.0 Operations & Supply Chain Management Electives	8.0 Fine Arts Elective	3.0
Operations & Supply Chain Management Electives	8.0	Free elective	4.0
Select one of the following:	4.0	General Education Elective	3.0
MGMT 260			
MGMT 370			
MGMT 371			
MGMT 372			
MGMT 380			
MGMT 451			
STAT 202			
SMT 372			
	16	12	14

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.

Co-op/Career Opportunities

Operations Management Career Opportunities

All firms have processes, suppliers, and customers, so career opportunities for operations and supply chain professionals exist in every sector of the economy. Services firms in areas such as healthcare, information technology, and event/hospitality management (sports, arts, hotels, and restaurants), need planning, scheduling, and coordination just as much as producers of cars or home appliances! There are also opportunities with local/state/national government, non-profit organizations, consultants, and specialist firms that handle operations and supply chain work outsourced from other firms. See, for example, APICS Careers or SCMTalent for further information about career opportunities and paths.

What Type of Job Skills Will You Gain From an Operations and Supply Chain Management Degree?

An undergraduate operations and supply chain management degree will provide you with the skills you need to achieve your career goals in many industries. An example of the skills this degree provides includes:

- Planning and control of operations
- Sustainable supply chain management and logistics
- Managing queues for service operations
- Revenue management
- Decision making and simulation
- Six-Sigma quality implementation
- Data mining for business

What Can You Do with a Degree in Operations and Supply Chain Management ?

There are a multitude of jobs available to someone with a operations and supply chain management degree in many different career fields.

What is the Average Salary for an Operations and Supply Chain Management Major?

Drexel LeBow 2020 operations and supply chain management graduates earned an average starting salary of \$65,000.

Career Growth Opportunities for Operations and Supply Chain Management Majors

According to Georgia Center of Innovation for Logistics, 200,000 jobs in supply chain management in the U.S. will go unfilled each year through 2018 due to lack of talent.

Students studying Operations and Supply Chain Management have a wide range of career opportunities in diverse industries. The vast majority do not work in manufacturing. Typical positions include supply chain specialist, supply chain analyst, operations manager, procurement specialist, healthcare operations manager, etc. Students landed in companies in pharmaceutical, retail, logistics, consumer goods, among many other industries.

Common Job Titles for Operations and Supply Chain Management Graduates

- Logistics Manager
- Operations Team Leader/Operations Manager/Operations Analyst
- Procurement Specialist/Buyer/Purchasing Manager
- Project Manager
- Supply Chain Specialist/Manager/Analyst

Co-Op Landings

- Children's Hospital of Philadelphia
- PJM

Job Landings

Graduates of the Operations and Supply Chain Management program found jobs at the following companies:

- Amazon
- Aramark

- Children's Hospital of Philadelphia
- Comcast
- Estee Lauder
- L'Oreal
- PJM
- SAP
- SPS Technologies
- UPS

Professional Organizations

Management orientation with non-academic continuing education opportunities:

- APICS (American Production and Inventory Control Society)
- CSCMP (Council of Supply Chain Management Professionals)
- ISM (Institute for Supply Management)

Academic and industry research orientation:

- INFORMS (Institute for Operations Research and the Management Sciences)
- POMS (Production and Operations Management Society)

Continuing Education Opportunities

The management-oriented organizations listed above offer certifications for specialization on topics within operations and supply chain management. These certifications are well-regarded complements to an academic degree and can facilitate career advancement. Operations and supply chain management professional frequently also pursue Six Sigma training: see, for example, IASSC or ASQ.

Students who want to develop advanced skills may consider graduate studies. Drexel offers the MS in Supply Chain Management and Logistics. Doctoral studies can lead to a career working on the most challenging technical problems, such as routing UPS trucks or coordinating production levels across a global corporation.

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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms

- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) 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

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

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

Minimum Required Credits: 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: 52.0206

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, Esport, 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 organizational management program at Drexel LeBow prepares students with the skills necessary to be successful in their careers, including leadership, communication, teamwork, cross-cultural sensitivity, negotiation, self-awareness, decision-making, and team leadership. These skills are highly coveted by employers and strongly complement core technical knowledge gained in majors such as finance, accounting, marketing and engineering.

The program provides a solid foundation of skills that are highly sought after in any field. The organizational management co-major can be paired with majors within LeBow or from other Drexel University colleges to help students develop these skills and succeed in their chosen field.

The organizational management co-major focuses on training students to:

- Develop and exhibit leadership skills
- Work in and develop diverse teams
- Build relationships and networks
- Communicate and negotiate effectively
- Manage their careers

Courses cover a variety of skills necessary to excel in business with a focus on organizational management, including leadership, team development, negotiations and conflict resolution, human resource administration and organizational design. A hallmark of the courses within organizational management is their experiential and hands-on focus. As an example, the Chapel Leadership Development simulation enables students to bring many of these skills to bear as they virtually climb Mt. Everest as a team. In addition, students can choose their area of focus with a wide variety of consulting courses or gain valuable insight into running an organization through a management simulation.

More Ways to Study Organizational Management

- Minor in Business Consulting (<https://catalog.drexel.edu/undergraduate/collegeofbusiness/businessconsultingminor/>)

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives 12.0

Students select 12.0 General Education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society & Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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	
MGMT 451	Management Simulation	
SMT 372	Sport Business Consulting	
STAT 202	Business Statistics II	
Primary Major Courses **		36.0
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 364	Technology Management	
MGMT 370	For-Profit Business Consulting	
ORGB 370	Dynamic Team Consulting	
Total Credits		186.0

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

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

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

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:	3.0	
		BIO 100 or 101		
		CHEM 151		
		PHYS 151, 170, or 175		
	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, 170, or 175			
	Free Elective *	1.0		
	General Education elective	3.0		
	15	15	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	
ORGB 320	4.0 History (HIST) elective	4.0 General Education elective	3.0	
PHIL 105	3.0 Primary major courses **	8.0 Primary major courses **	8.0	
Primary major course **	4.0			
	15	16	15	0

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 General Education elective	3.0 MGMT 260	
Fine Arts elective	3.0 OMT Comajor elective	4.0 MGMT 370	
General Education elective	3.0 Primary major course **	4.0 MGMT 371	
Primary major course **	4.0	MGMT 372	
		MGMT 380	
		MGMT 451	
		ORGB 420	
		SMT 372	
		STAT 202	
		OMGT Comajor elective	4.0
		Primary major courses **	8.0
	15	15	16

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.

** See degree requirements (p. 86) for a list of business majors that may be completed in conjunction with the organizational management major.

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 Select one of the following:	3.0	
	MATH 102	4.0 BIO 100 or 101		
		CHEM 151		
		PHYS 151, 170, or 175		
	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 Course	3.0 Primary major course**	4.0
	CHEM 151			
	PHYS 151, 170, or 175			
	General Education 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
		History (HIST) elective	4.0 General Education elective	3.0
		Primary major courses**	8.0 Primary major courses**	8.0
	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 General Education elective	3.0 MGMT 260	
General Education elective	3.0 OMT Comajor elective	4.0 MGMT 370	
Fine Arts elective	3.0 Primary major course**	4.0 MGMT 371	
Primary major course**	4.0	MGMT 372	
		MGMT 380	
		MGMT 451	
		ORGB 420	
		SMT 372	
		STAT 202	
		OMT Comajor elective	4.0
		Primary major courses**	8.0
	15	15	16

Total Credits 186

* 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.

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.

** See degree requirements (p. 86) for a list of business majors that may be completed in conjunction with the organizational management major.

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 Select one of the following:	3.0	
	MATH 102	4.0 BIO 100 or 101		
		CHEM 151		
		PHYS 151, 170, or 175		
	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, 170, or 175	
			General Education 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 Course	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
		History (HIST) elective	4.0 General Education elective	3.0
		Primary major courses**	8.0 Primary major courses**	8.0
	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 General Education elective	3.0 MGMT 260	
Fine Arts elective	3.0 OMT Comajor elective	4.0 MGMT 370	
General Education elective	3.0 Primary major course**	4.0 MGMT 371	
Primary major course**	4.0	MGMT 372	
		MGMT 380	
		MGMT 451	
		ORGB 420	
		SMT 372	
		STAT 202	
		OMT Comajor elective	4.0

	Primary major courses**	8.0
15	15	16

Total Credits 186

- * 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.
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.
- ** See degree requirements (p. 86) for a list of business majors that may be completed in conjunction with the organizational management 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

Minimum Required Credits: 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.

Additional Information

For additional information about this major please visit the Department of Finance (<https://www.lebow.drexel.edu/academics/undergraduate/areas-of-study/real-estate-management-and-development/>).

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	
General Education Electives		12.0
Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four categories.		
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)		
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	
Free Electives		18.0
Real Estate Management & Development (REMD) Major Courses		
BLAW 330	Real Estate Law	4.0
REMD 110	Introduction to Real Estate Management	4.0
REMD 320	Sustainability in the Built Environment	4.0
REMD 340	Urban Finance and Environmental Planning	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
Choose two (2) of the following:		8.0
ACCT 331	Cost Accounting	
ECON 350 [WI]	Applied Econometrics	
ECON 365	Behavioral Economics	
MKTG 348	Services Marketing	
ORGB 320	Leadership: Theory and Practice	
ORGB 400	Team Development and Leadership	
ORGB 420	Negotiations and Conflict Resolution	
REMD T480	Special Topics in REMD	
Total Credits		180.0

- * Students not participating in co-op will take one additional credit of Free Elective instead 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. 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.

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		
	16	16	14	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	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
BLAW 330	4.0 PHIL 105	3.0 REMD 375	4.0 VACATION	
MIS 200	4.0 REMD 320	4.0 Free electives*	7.0	
OPM 200	4.0 REMD 340	4.0 General Education elective	3.0	
REMD 110	4.0 Select one of the following: MGMT 260 MGMT 370 MGMT 371 MGMT 372 MGMT 380 ORGB 420 SMT 372 STAT 202	4.0		
	16	15	14	0
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits	
REMD 410	4.0 MGMT 450	4.0 UNIV B201	1.0	
REMD 491	4.0 General Education electives	6.0 Free electives	12.0	
Fine Arts elective	3.0 REMD Major Elective	4.0 REMD Major elective	4.0	
General education elective	3.0			
	14	14	17	

Total Credits 180

* Students not participating in co-op will take one additional credit of Free Elective instead of COOP 101.

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 MATH 102	3.0 4.0		
	16	17	14	0
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 116	4.0 BLAW 201	4.0 FIN 301	4.0 BLAW 330	4.0
STAT 201	4.0 COM 270	3.0 MKTG 201	4.0 MIS 200	4.0
History (HIST) elective	4.0 INTB 200	4.0 ORGB 300	4.0 OPM 200	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 course	3.0 REMD 110	4.0
	15	14	15	16
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	PHIL 105 REMD 320 REMD 340	3.0 REMD 375 4.0 Free electives 4.0 General Education elective	4.0 6.0 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		
	0	0	15	13

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
REMD 410	4.0 MGMT 450	4.0 UNIV B201	1.0
REMD 491	4.0 General Education electives	6.0 Free electives	12.0
Fine Arts elective	3.0 REMD Major elective	4.0 REMD Major elective	4.0
Science elective	3.0		
	14	14	17

Total Credits 180

* 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. 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		
	MATH 102	4.0		
	16	17	14	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 BLAW 330	4.0
		MKTG 201	4.0 MIS 200	4.0
		ORGB 300	4.0 OPM 200	4.0
		ENGL 200 - ENGL 399 course	3.0 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 Free electives	6.0
		REMD 340	4.0 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		
	0	0	15	13
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
REMD 410	4.0 MGMT 450	4.0 UNIV B201	1.0	
REMD 491	4.0 General Education electives	6.0 Free electives	12.0	
Fine Arts elective	3.0 REMD Major elective	4.0 REMD Major elective	4.0	
General Education elective	3.0			
	14	14	17	
Total Credits 180				

* 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. 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. For more information on career opportunities please visit the Department of Finance (<https://www.lebow.drexel.edu/academics/undergraduate/areas-of-study/real-estate-management-and-development/career-opportunities/>).

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

Minimum Required Credits: 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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRIP), Theatre (THTR)		
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
or PHYS 170	Electricity and Motion
or PHYS 175	Light and Sound

General Education Electives 12.0

Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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 four (4) of the following: 16.0

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

* Students not participating in co-op will take one additional credit of Free Elective instead 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.

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.

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		
	16	16	14	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, 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 SMT 230	4.0 VACATION	
OPM 200	4.0 SMT 285	4.0 SMT 320	4.0	
General Education elective	3.0 Free electives	4.0 Free electives	4.0	
History (HIST) elective	4.0 Select one of the following: MGMT 260 MGMT 370 MGMT 371 MGMT 451 STAT 202	4.0 General Education elective	3.0	
	15	15	15	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits	Credits
MGMT 450	4.0 UNIV B201	1.0 Free electives	7.0	
SMT 201	4.0 Free elective *	4.0 Sport Major electives	8.0	
Fine Arts elective	3.0 General Education electives	6.0		
Sport Major elective	4.0 Sport Major elective	4.0		
	15	15	15	

Total Credits 180

* Students not participating in co-op will take one additional credit of Free Elective instead of COOP 101.

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 MATH 102	3.0 4.0		
	16	17	14	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 General Education elective	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 History (HIST) elective	4.0
	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: MGMT 260 MGMT 370 MGMT 371 MGMT 451 STAT 202	4.0 General Education elective	3.0		
	15	15	0	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
MGMT 450	4.0 UNIV B201	1.0 Free electives	7.0
SMT 201	4.0 Free elective	3.0 Sport Major electives	8.0
Fine Arts elective	3.0 General Education electives	6.0	
Sport Major elective	4.0 Sport Major elective	4.0	
	15	14	15

Total Credits 180

* 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.
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		
	MATH 102	4.0		
	16	17	14	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 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 General Education elective	3.0		
ENGL 200 - ENGL 399	3.0 History (HIST) elective	4.0		
	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	7.0

SMT 201	4.0 Free elective	3.0 Sport Major electives	8.0
Fine Arts elective	3.0 General Education electives	6.0	
Sport Major elective	4.0 Sport Major elective	4.0	
	15	14	15

Total Credits 180

* 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. 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

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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms

- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) 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.

Sarah Napoli, MS (*Drexel University*). Assistant Clinical Professor.

Technology Innovation Management

Co-Major: Technology Innovation Management

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

Calendar Type: Quarter

Minimum Required Credits: 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: 52.1201

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, Esport, 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

Technology Innovation Management

The technology innovation management (TIM) program provides a unique educational opportunity to explore the ever-changing landscape of business and technology. Students will gain an understanding and appreciation for innovative technologies and processes. Graduates from the TIM program will possess the skills sought after not only by technology companies but also consulting firms and employers in traditional industries that seek to take advantage of new technologies.

This highly interdisciplinary and flexible program provides students with the opportunity to take courses across LeBow with experts in various areas, including accounting, business analytics, economics, finance, international business, legal studies, MIS, marketing, operations and supply chain management, real estate management and development, or sport business, to build a diverse skill set focused on the career path they want.

BS in Business Administration (Technology Innovation Management Co-major)

An undergraduate technology innovation management degree will provide students with the skills necessary to achieve their career goals in many industries. Samples of the skills this degree provides include:

- Designing innovative organizations
- Competing in technology industries
- Understanding technology management

- Awareness of processes and practices that spark innovation
- Ability to adapt to rapidly changing technological business environments

The technology innovation management program offers a significant way of differentiating students to potential employers in the marketplace by embedding skill sets and knowledge, emphasizing technology innovation management built on a solid business foundation.

More Ways to Study Technology Innovation Management

- BS/MBA Dual Degree (BS in Technology Innovation Management, Master of Business Administration)
- MBA (with concentration in strategic technology and innovation management)
- Minor in Technology Innovation Management
- Minor in Business Consulting
- Change Leadership and Strategy Certificate

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHOTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives

12.0

Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)

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 Required Courses** **36.0**

Required TIMS 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): **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:		
MGMT 370	For-Profit Business Consulting	
MGMT 371	Nonprofit Business Consulting	
MGMT 372	Startup Business Consulting	
MGMT 380	International Business Consulting (Economics:)	
TAX T480	Special Topics in TAX	
Economics:		
ECON 301	Microeconomics	
ECON 330	Managerial Economics	
ECON 338	Industrial Organization	
International Business:		
INTB 332	Multinational Corporations	
INTB 440	Seminar in International Business	
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 324	Operations Planning
OPM 341	Supply Chain Management
OPM 344	Revenue 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

- * Students not participating in co-op will not take COOP 101; 1 credit of Free Elective will be added 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. 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 completing the Technology Innovation Management co-major must do so in conjunction with a Primary Business Major. Students must select a primary major from the following list:
- Accounting
 - Esport Business
 - Finance
 - International Business
 - Legal Studies
 - Management Information Systems
 - Marketing
 - Operations & Supply Chain Management
 - Real Estate Management and Development
 - 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.

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:	3.0	
		BIO 100 or 101		
		CHEM 151		
		PHYS 151, 170, or 175		
	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 General Education Elective	3.0 OPM 200	4.0	
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, 170, or 175			
	15	14	15	0

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 201	4.0 MGMT 301	4.0 MGMT 302	4.0 VACATION	
ORGB 300	4.0 General Education Elective	3.0 General Education Elective	3.0	
PHIL 105	3.0 History Elective	4.0 Primary Major Course	8.0	
Primary Major Course 1	4.0 Primary Major Course	4.0		
	15	15	15	0

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 364	4.0 Free Elective*	1.0
Fine Arts Elective	3.0 MGMT 450	4.0 General Education Elective	3.0
Primary Major Course	8.0 Primary Major Course	4.0 Primary Major Course	8.0
TIMS Elective	4.0 TIMS 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	
	16	16	16

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, one 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, 170, or 175		
	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 MGMT 201	4.0
BLAW 201	4.0 MIS 200	4.0 MKTG 201	4.0 ORGB 300	4.0
COM 270	3.0 General Education Elective	3.0 OPM 200	4.0 PHIL 105	3.0
STAT 201	4.0 Select one of the following:	3.0 English Literature elective (ENGL 200 - ENGL 399)	3.0 Primary Major Course	4.0
	BIO 100 or 101			
	CHEM 151			
	PHYS 151, 170, or 175			
	15	14	15	15

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	MGMT 301	4.0 MGMT 302	4.0
		General Education Elective	3.0 General Education Elective	3.0
		History Elective	4.0 Primary Major Courses	8.0
		Primary Major Course	4.0	
	0	0	15	15

Fourth Year

Fall	Credits Winter	Credits Spring	Credits
UNIV B201	1.0 MGMT 364	4.0 Primary Major Course	12.0
Fine Arts Elective	3.0 MGMT 450	4.0 Select one of the following:	4.0
General Education Elective	3.0 Primary Major Course	4.0 MGMT 260	
Primary Major Course	4.0 TIMS Elective	4.0 MGMT 370	
TIMS Elective	4.0	MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	
	15	16	16

Total Credits 186

* 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. 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 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, 170, or 175		

16**16****18****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 General Education Elective	3.0
		STAT 201	4.0 Select one of the following:	3.0
			BIO 100 or 101	
			CHEM 151	
			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 ORGB 300	4.0
		MKTG 201	4.0 PHIL 105	3.0
		OPM 200	4.0 Primary Major Courses	8.0
		ENGL 200 - ENGL 399 Course	3.0	

0**0****15****15****Fourth Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	MGMT 201	4.0 MGMT 301	4.0
		General Education Elective	3.0 General Education Elective	3.0
		History Elective	4.0 Primary Major Courses	8.0
		Primary Major Courses	4.0	

0**0****15****15****Fifth Year**

Fall	Credits Winter	Credits Spring	Credits
MGMT 302	4.0 MGMT 364	4.0 Fine Arts Elective	3.0
UNIV B201	1.0 MGMT 450	4.0 Primary Major Course	8.0
General Education Elective	3.0 Primary Major Course	4.0 Select one of the following:	4.0
Primary Major Course	4.0 TIMS Elective	4.0 MGMT 260	
TIMS Elective	4.0	MGMT 370	
		MGMT 371	
		MGMT 372	
		MGMT 380	
		ORGB 420	
		SMT 372	
		STAT 202	

16**16****15****Total Credits 186**

- * 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. 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.

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Co-Op/Career Opportunities

Through the Drexel Co-op program, technology innovation management majors alternate six months of classroom learning with six months of full-time professional experience through University-approved employers. With plans of study that allow for up to three co-ops, students can gain as much as 18 months of practical, hands-on experience in the workplace, applying what they've learned in real-world settings long before graduation.

Students have done their LeBow technology innovation management co-ops in companies both big and small, locally and around the world. Past TIM co-op placements include:

- Clarivate Analytics
- Independence Blue Cross
- SAP America

Learning by Experience

In addition to the Co-op program, other experiential learning opportunities abound at LeBow, including consulting courses, case competitions, international residencies, research projects, industry thought leader events, alumni mentorship and more. Through projects made possible by the Dornsife Office of Experiential Learning (LINK) and Drexel Solutions Institute (LINK), our students apply their learning on real and simulated challenges, working with organizations domestically and internationally from Unilever, the Philadelphia 76ers, Boeing and PwC to nonprofit and governmental partners.

Over 100 years of industry partnership has taught us the value of an immersive education. We focus on ensuring students have access to a wide variety of learning opportunities beyond the classroom to gain deep expertise, broad perspectives and the essential soft skills needed to succeed in business and in life.

Student Tech Innovation Organizations

At Drexel LeBow, students have many opportunities to engage outside of the classroom through student-run organizations, connecting with a community that shares their major, their heritage or any of the other unique characteristics that unite our diverse student population. The opportunities to collaborate, network and engage are endless.

Careers

Graduates with a co-major in technology innovation management find career opportunities across a multitude of industries in various roles. They can take their skills anywhere in the world; businesses of every size in every industry depend on technology, so the career opportunities before you are endless.

If you are interested in focusing on technology enterprises, career opportunities can be found in technology consulting, product development, market research, project management and technology analysis — among many others.

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.

To learn more about our majors please visit the LeBow College of Business Undergraduate Areas of Study (<https://www.lebow.drexel.edu/academics/undergraduate/areas-of-study/>).

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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

12.0

Student select 12.0 General Education electives, with a minimum of one course in each of the following four categories

Diversity & Multicultural

Society & Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCR), FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)

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		36.0
Free Electives		19.0
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 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		
	16	16	14	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	
Select one of the following:	3.0 CHEM 151			
BIO 100 or 101	PHYS 151			
CHEM 151	Select one of the following:	4.0		
PHYS 151	MGMT 260			
	MGMT 370			
	MGMT 371			
	MGMT 372			

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

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.0305

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

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

Interested in a career in a profession respected for integrity and ethics where you routinely face new challenges, engage in life-long learning, work in dynamic teams, and have in demand skills? Consider accounting!

It is no longer true that accountants sit in the back room working by themselves. Accountants fill key roles on teams as business partners and financial experts in consulting, professional services, public accounting, companies of all sizes, startups, nonprofit organizations and all levels of government.

A BSBA with a major in accounting + MBA from LeBow empowers you with a solid foundation in accounting and tax principles, analysis and communication skills, and the ability to collaborate to solve complex issues. Recognizing that our students' ambitions take them to a wide variety of careers, the accounting and MBA curriculums are designed to allow you to customize your plan of study while meeting and exceeding the needs of the profession.

Many students enrolling in the BS/MBA degree with a major in Accounting are interested in becoming a Certified Public Accountant (CPA) or Certified Management Accountant (CMA).

Licensing for the CMA certification is administered by the Institute of Management Accountants (IMA) and is not dependent on state/jurisdiction. Certification eligibility criteria consist of prerequisite requirements including work experience, educational requirements, and the CMA exam. The required curriculum for the BSBA with a major in Accounting meet the education requirements to earn a CMA license. For more information, please see the IMA's CMA Certification requirements (<https://www.imanet.org/cma-certification/?ssopc=1>).

The requirements for becoming a certified public accountant (CPA) vary by state but generally include completing 150 semester (225 quarter) credit hours in an accounting program at a college or university, passing the CPA exam, and a specific amount of relevant work experience. This NASBA resource (<https://nasba.org/stateboards/>) provides links to each of the state boards of accountancy to learn more about the specific requirements for your state.

The required curriculum for the BSBA with a major in Accounting plus the MBA meets the education requirements to earn a CPA license in many states. Students planning to obtain a CPA license should consult with their academic advisor and 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.

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.

For additional information please visit: <https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program> (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>) (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>)

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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

12.0

Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRCP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)

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 Accounting Major Courses		
ACCT 321	Financial Reporting I	4.0
ACCT 322	Financial Reporting II	4.0
ACCT 331	Cost Accounting	4.0
or ACCT 341	Principles of Auditing	
TAX 341	Federal Income Taxes	4.0
Required Accounting Major Electives		16.0
ACCT 200	Emerging Issues in Accounting & Tax	
ACCT 323	Financial Reporting III	
ACCT 327	Financial Statement Analysis	
ACCT 329	Advanced Accounting	
ACCT 331	Cost Accounting	
or ACCT 341	Principles of Auditing	
ACCT 344	Internal Auditing	
ACCT 350	Accounting Information Systems	
ACCT T480	Special Topics in ACCT	
BSAN 360	Programming for Data Analytics	
FIN 302	Intermediate Corporate Finance	
TAX 342	Advanced Federal Taxes	
TAX 360	Cannabis, Cookies and Cyberspace: The New Age of State & Local Taxation	
TAX 411	Tax Research	
TAX 425	Tax & Business Strategy	
Required Accounting Experiential (Please choose 1)		4.0
ACCT 360	Lead & Learn: Financial Accounting	
ACCT 420	Emerging Industry Analysis: Accounting Perspective	
ACCT T480	Special Topics in ACCT	
TAX 415	Tax Experiential Learning	
MBA Program Degree Requirements		
Required Courses		
ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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	
Free Electives		11.0
Concentration Requirements		9.0
Students selecting a concentration can choose from the following:		
Business Analytics Concentration		
Select three of the following:		
MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	

MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
OPR 601	Managerial Decision Models and Simulation
POM 645	Supply Chain Analytics
STAT 610	Statistics for Business Analytics
STAT 632	Datamining for Managers
STAT 645	Time Series Forecasting
STAT T680	Special Topics in STAT

Corporate Sustainability and Social Impact Concentration

Select three from the following

BLAW 620	Legal Aspects of Employment
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
INDS T680	Special Topics in Interdisciplinary Business
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
MKTG 654	Corporate Brand & Reputation Management
ORGB T680	Special Topics in ORGB
POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Finance Concentration

Select three of the following:

FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

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

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

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
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives

MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits

229.0

* 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.

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+1, 1 co-op (Accelerated program completed in 5 years)

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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) General Education 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 TAX 341	4.0
		ACCT 331 or 341	4.0 (UG) Accounting Major elective	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 Select one of the following:	4.0 Undergrad Degree Awarded	
UNIV B201	1.0 TAX 342	4.0 MGMT 260	Student classified as Graduate Student	
(UG) Free elective	7.0 (UG) Free elective	3.0 MGMT 370		
(UG) General Education elective	3.0 (UG) General Education elective	3.0 MGMT 371		
ACCT 510	2.0 BSAN 601	3.0 MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	8.0	
		ECON 601	3.0	
	17	17	18	0

Fifth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirement	6.0 (GR) Experiential Elective	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Elective	2.0 (GR) Elective	3.0
POM 510	2.0 (GR) Free Elective	3.0	(GR) Concentration Requirement	3.0
	9	11	10	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.

Finance BSBA / Business Administration MBA

Major: Finance and Business Administration

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

Calendar Type: Quarter

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.0304

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

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [W]	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 [W]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0

Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)

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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives 12.0

Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)

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
STAT 202	Business Statistics II	4.0

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 six (6) of the following: 24.0

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	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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		11.0
Students selecting a concentration can choose from the following:		
Business Analytics Concentration		
Select three of the following:		
MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
POM 645	Supply Chain Analytics	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
STAT 645	Time Series Forecasting	
STAT T680	Special Topics in STAT	
Corporate Sustainability and Social Impact Concentration		
Select three of the following:		
BLAW 620	Legal Aspects of Employment	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
INDS T680	Special Topics in Interdisciplinary Business	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
MKTG 654	Corporate Brand & Reputation Management	
ORGB T680	Special Topics in ORGB	
POM 642	Sustainable Supply Chain Management and Logistics	
SMT 606	Social Issues in Sport	
Finance Concentration		
Select three of the following:		
FIN 602	Advanced Financial Management	
FIN 605	Business Valuation	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	

FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

Select three of the following, of which two MUST be from MKTG (any course with MKTG subject code and course number between 600-699):

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Strategic Technology & Innovation Management Concentration**Required Courses**

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Electives

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits**229.0**

- * 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.
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.

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+1, 1 co-op (Accelerated program completed in 5 years)**

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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:	3.0 Select one of the following:	3.0 (UG) General Education Elective	3.0 (UG) Free Electives	6.0
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	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 Undergraduate elective	7.0
		(UG) Free Elective	4.0	

		(UG) General Education Elective	3.0	
		0	0	15
Fourth Year				15
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
(UG) FIN Major Courses	8.0 MGMT 450	4.0 (UG) Fine Arts elective	3.0 Undergrad Degree Awarded	
(UG) Free elective	6.0 UNIV B201	1.0 (UG) Free electives	6.0 Student classified as Graduate Student	
ACCT 510	2.0 (UG) FIN Major Course	4.0 Select one of the following:	4.0	
	(UG) General Education elective	3.0 MGMT 260		
	BSAN 601	3.0 MGMT 370		
		MGMT 371		
		MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		ECON 601	3.0	
	16	15	16	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirement	6.0 (GR) Experiential Elective	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Elective	2.0 (GR) Concentration Requirement	3.0
POM 510	2.0 (GR) Elective	3.0	(GR) Elective	3.0
	9	11	10	11
Total Credits 229				

* 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. 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.

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 and Business Administration

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

Calendar Type: Quarter

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.1101

BSBA Standard Occupational Classification (SOC) code: 11-1021

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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 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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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 or PHYS 170 or PHYS 175	Applied Physics Electricity and Motion Light and Sound	
General Education Electives		12.0
Students select (12.0 credits) general education electives, with a minimum of one course in each of the following four (4) categories.		
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)		
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 at least 16.0 credits from following		16.0
COM 345	Intercultural Communication	
COM 360	Strategic International Communication	
ECON 331	International Macroeconomics	
ECON 342	Economic Development	
INTB 334	International Trade	
INTB 336	International Money and Finance	
INTB 338	Regional Studies in Economic Policies and International Business	
Category B, select 16.0 credits from 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	
OPM 324	Operations Planning	

MBA Program**Degree Requirements**

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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

11.0

Students selecting a concentration can choose from the following:**Business Analytics Concentration**

Select three of the following:

MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
POM 645	Supply Chain Analytics	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
STAT 645	Time Series Forecasting	
STAT T680	Special Topics in STAT	

Corporate Sustainability and Social Impact Concentration

Select three of the following

BLAW 620	Legal Aspects of Employment	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
INDS T680	Special Topics in Interdisciplinary Business	

MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
MKTG 654	Corporate Brand & Reputation Management
ORGB T680	Special Topics in ORGB
POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Finance Concentration

Select three of the following courses

FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

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

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

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
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

General Business Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits**229.0**

- * 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.
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.

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+1, 1 co-op (Accelerated program completed in 5 years)**

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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 INTB 200	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) Free Electives	6.0
Select one of the following:	3.0 Select one of the following:	3.0 (UG) General Education Elective	3.0 (UG) General Education Elective	3.0
BIO 100 or 101	BIO 100 or 101			
CHEM 151	CHEM 151			
PHYS 151	PHYS 151			
	15	14	15	16
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 440	4.0 (UG) Free Undergraduate electives	4.0
		(UG) Education Elective	3.0 (UG) General Education Elective	3.0
		(UG) Free Elective	4.0 (UG) INTB Major Courses	8.0
		(UG) INTB Major Course	4.0	
	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) Free elective	3.0 (UG) INTB Major Course	8.0 MGMT 260	Student classified as Graduate Student	
(UG) INTB Major Courses	8.0 BSAN 601	3.0 MGMT 370		
(UG) Social Science elective	3.0	MGMT 371		
ACCT 510	2.0	MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	6.0	
		ECON 601	3.0	
	17	15	16	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Elective	2.0 (GR) Concentration Requirement	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Concentration Requirement	6.0 (GR) Elective	3.0
POM 510	2.0 (GR) Elective	3.0	(GR) Experiential Elective	3.0
	9	11	10	11

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 Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 22.0201

BSBA Standard Occupational Classification (SOC) code: 23-1011

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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 [W]	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 [W]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHOTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives

12.0

Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)		
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 nine (9) of the following:		36.0
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 343	Marketing 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	
BLAW I499	Independent Study in BLAW	
BLAW T480	Special Topics in BLAW	
MBA Program		
Degree Requirements		
Required Courses		
ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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	11.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Select three of the following

MIS 612	Aligning Information Systems and Business Strategies
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
OPR 601	Managerial Decision Models and Simulation
POM 645	Supply Chain Analytics
STAT 610	Statistics for Business Analytics
STAT 632	Datamining for Managers
STAT 645	Time Series Forecasting
STAT T680	Special Topics in STAT

Finance Concentration

Select three of the following

FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG: (Any course with MKTG subject code and course number between 600-699)

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Strategic Technology & Innovation Management Concentration

Required Courses

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Electives

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Corporate Sustainability & Social Impact Concentration

Choose three from the following:

BLAW 620	Legal Aspects of Employment
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
INDS T680	Special Topics in Interdisciplinary Business
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
MKTG 654	Corporate Brand & Reputation Management
ORGB T680	Special Topics in ORGB
POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Effective Leadership Concentration

Choose three from the following:

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), International Business (INTB), Interdisciplinary Business (INDS) Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Management (OPM), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT), or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits**229.0**

- * 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. 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.

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+1, 1 co-op (Accelerated program completed in 5 years)

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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 MKTG 201	4.0 FIN 301	4.0
STAT 201	4.0 COM 270	3.0 OPM 200	4.0 MIS 200	4.0
(UG) History (HIST) elective	4.0 INTB 200	4.0 (UG) ENGL 200 - ENGL 399	3.0 (UG) Legal Studies Major Course	4.0
Select one of the following:	3.0 Select one of the following:	3.0 (UG) Legal Studies Major Course	4.0 (UG) General Education 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
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 MGMT 450	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) Legal Studies Major Course	4.0 (UG) Legal Studies Major Course	8.0 MGMT 260	Student classified as Graduate Student	
(UG) Free elective	3.0 BSAN 601	3.0 MGMT 370		
(UG) General Education Elective	3.0	MGMT 371		
(UG) Fine Arts elective	3.0	MGMT 372		
ACCT 510	2.0	MGMT 451		
		SMT 372		

STAT 202				
(UG) Free electives				
ECON 601				
	16	15	15	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirement	6.0 (GR) Experiential Elective	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Elective	2.0 (GR) Concentration Requirement	3.0
POM 510	2.0 (GR) Elective	3.0	(GR) Elective	3.0
	9	11	10	11
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

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.1201

BSBA Standard Occupational Classification (SOC) code: 11-3021

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [W]	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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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 or PHYS 170 or PHYS 175	Applied Physics Electricity and Motion Light and Sound	
General Education Electives		
Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four (4) categories.		12.0
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)		
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 seven (7) of the following:		28.0
BSAN 360	Programming for Data Analytics	
MGMT 302	Competing in Technology Industries	
MGMT 364	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	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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		11.0

Students selecting a concentration can choose from the following:**Business Analytics Concentration**

Select three of the following:		
MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
POM 645	Supply Chain Analytics	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
STAT 645	Time Series Forecasting	
STAT T680	Special Topics in STAT	

Corporate Sustainability and Social Impact Concentration

Select three of the following		
BLAW 620	Legal Aspects of Employment	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
INDS T680	Special Topics in Interdisciplinary Business	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
MKTG 654	Corporate Brand & Reputation Management	
ORGB T680	Special Topics in ORGB	

POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Finance Concentration

Select three of the following

FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

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

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

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
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design

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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits**229.0**

- * 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. 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.

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+1, 1 co-op (Accelerated program completed in 5 years)**

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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) General Education 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, 170, or 175	CHEM 151			
	PHYS 151, 170, or 175			
	15	18	15	17
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COOP EXPERIENCE	COOP EXPERIENCE	INTB 200	4.0 (UG) Free elective	4.0
		(UG) General Education Elective	3.0 (UG) MIS Major Courses	8.0
		(UG) MIS Major Courses	8.0	
	0	0	15	12
Fourth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
(UG) Free elective	4.0 MGMT 450	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) MIS Major Course	4.0 UNIV B201	1.0 MGMT 260	Student classified as Graduate Student	
(UG) MIS Major Course	4.0 (UG) English literature elective	3.0 MGMT 370		
ACCT 510	2.0 (UG) MIS Major Course	4.0 MGMT 371		
	BSAN 601	3.0 MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	4.0	
		(UG) General Education Elective	3.0	
		ECON 601	3.0	
	14	15	17	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirement	6.0 (GR) Concentration Requirement	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Elective	2.0 (GR) Elective	3.0
POM 510	2.0 (GR) Elective	3.0	(GR) Experiential Elective	3.0
	9	11	10	11

Total Credits 229

- * 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. 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

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.1401

BSBA Standard Occupational Classification (SOC) code: 11-2021

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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.

Bachelor of Science in Business Administration (BSBA) Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 270 [WJ]	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 [WJ]	Career Management	1.0
English literature elective ENGL 200 through ENGL 399		3.0
Fine Arts elective		3.0
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHOT), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives

12.0

Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)

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 six (6) of the following:

24.0

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	

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0

FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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		11.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Select three of the following:

MIS 612	Aligning Information Systems and Business Strategies
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
OPR 601	Managerial Decision Models and Simulation
POM 645	Supply Chain Analytics
STAT 610	Statistics for Business Analytics
STAT 632	Datamining for Managers
STAT 645	Time Series Forecasting
STAT T680	Special Topics in STAT

Corporate Sustainability and Social Impact Concentration

Select three of the following

BLAW 620	Legal Aspects of Employment
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
INDS T680	Special Topics in Interdisciplinary Business
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
MKTG 654	Corporate Brand & Reputation Management
ORGB T680	Special Topics in ORGB
POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Finance Concentration

Complete three of the following

FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation

ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

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

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

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
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits

229.0

- * 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.
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.

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+1, 1 co-op (Accelerated program completed in 5 years)

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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) General Education Elective	3.0 (UG) Free Electives	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	INTB 200	4.0 (UG) Free Elective	3.0
		(UG) General Education Elective	3.0 (UG) General Education Elective	3.0
		(UG) MKTG Major Course	8.0 (UG) Marketing Major Courses	8.0
	0	0	15	14
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) Free Electives	6.0 MKTG 380	4.0 MGMT 260	Student classified as Graduate Student	
(UG) Marketing Major Courses	8.0 (UG) Free Electives	6.0 MGMT 370		

ACCT 510	2.0	BSAN 601	3.0	MGMT 371	
				MGMT 372	
				MGMT 451	
				SMT 372	
				STAT 202	
				(UG) Fine Arts Elective	3.0
				(UG) Free Electives	6.0
				ECON 601	3.0
	17		17		16
Fifth Year					0
Fall	Credits	Winter	Credits	Spring	Credits
MGMT 530	2.0	BLAW 510	2.0	MGMT 520	2.0
MKTG 510	2.0	FIN 601	3.0	(GR) Concentration Requirement	6.0
ORGB 511	3.0	(GR) Concentration Requirement	3.0	(GR) Elective	2.0
POM 510	2.0	(GR) Elective	3.0	(GR) Experiential Elective	3.0
	9		11		10
					11

Total Credits 229

Marketing BSBA / Strategic & Digital Communication MS

Major: Marketing and Strategic & Digital Communications

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

Calendar Type: Quarter

Minimum Required Credits: 225.0

Co-op Options: One Co-op (Five Years)

BSBA Classification of Instructional Programs (CIP) code: 52.1401

BSBA Standard Occupational Classification (SOC) code: 11-2021

MS Classification of Instructional Programs (CIP) code: 09.0909

MS Standard Occupational Classification (SOC) code: 11-2011

About the Program

The accelerated degree program combining the Marketing major and the MS in Strategic and Digital Communication degrees, allows academically qualified students to earn both their BSBA (Marketing major) and their MS in Strategic and Digital Communication in five years.

BSBA in Marketing

Marketing is one of the most dynamic areas of business because it focuses on satisfying the ever-changing wants and needs of people. Professional marketers research and identify target audiences, develop products and services, formulate pricing strategies, develop advertising and promotional campaigns, and implement methods of distribution so that customers receive products and services where and when they want them. 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 strategic and digital 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.

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

MS in Strategic & Digital Communication

Drexel's Master of Science in Strategic and Digital Communication requires 45.0 credits, and prepares students for careers in a wide range of professional activities relating to communication in both media environments and communication contexts that are characterized by advanced digitization.

With a robust core curriculum consisting of seven courses (21.0 credits), the program provides a strong foundation in theoretical approaches to communication, ethics and media/communication policy. 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 environments. Furthermore, the program trains students in leadership skills that will help them to lead teams to be innovative communication professionals in digitized media environments and different organizational communication contexts.

The program emphasizes flexibility, encouraging each student, in consultation with a faculty advisor, to craft an individual course of study tailored to the student's individual interests and career goals. Throughout the curriculum, students use four Communication electives (12.0 credits) to increase communication skills or to further develop areas of specialization. An additional four free elective courses (12.0 credits) can be taken in Communication or in other departments across the university, allowing students to continue to tailor their plan of study.

The program specializes in two areas:

- Strategic communication (public relations)
- Digital and social media communication

Strategic Communication

Strategic Communication has much to offer for those looking to work in public relations as well as for-profit and nonprofit organizations. Students typically choose from courses such as PR Writing and Planning courses, Crisis Communication, Media Relations, Nonprofit Communication, and others.

Digital Communication

With Communication being an area characterized by ongoing digitization, the program offers courses such as Strategic Social Media Communication, Digital Publishing, Digital Media Environments, Social Media Concepts that Matter, and others.

For additional information, visit the MS in Strategic and Digital Communication web page (<https://drexel.edu/coas/academics/graduate-programs/communication/>). Contact Julia May, Director of the MS in Strategic and Digital Communication Program at julia.may@drexel.edu for more information.

Admission Requirements

Both incoming freshmen 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, **already matriculated applicants** must provide:

- The name of two faculty references who can speak to the applicant's academic qualifications and preparedness for graduate studies.
- A writing sample consisting of a written response to a series of questions about the applicant's interest in the program.
- A brief 2-3-minute video in which the applicant introduces himself/herself to the admissions committee and discusses their career goals.

Applicants who already received preliminary acceptance in the accelerated degree program as freshmen should finish the application process after completing a minimum of 90.0 undergraduate credits but no more than 120.0 credits with a GPA of 3.0. Students accepted as **incoming freshmen** need to submit:

- The name of one faculty reference who can speak to the applicant's academic qualifications and preparedness for graduate studies. The admissions committee might request the name of a second reference as needed.
- A writing sample consisting of a written response to a series of questions about the applicant's interest in the program.

Applications are due by the end of week 6 for a program start in the following quarter. Example: If you intend to start the program in the Winter quarter, your application is due by the end of week 6 in the Fall quarter. Please reach out to the program director, Dr. Julia May, as soon as you decide to apply so we can assist you throughout the application process.

For more information contact Dr. Julia May, Director of the MS in Strategic and Digital Communication Program at 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 [W]	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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	
General Education Electives		12.0
Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four (4) categories.		
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCTS)		
Additional General Education Electives		
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	
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 six (6) of the following:		24.0
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
MS in Strategic & Digital Communication Degree Requirements		
Required Core Courses		
COM 500	Reading & Research in Communication	3.0
COM 574	Organizational Communication in Project Management	3.0
COM 610	Theories of Communication and Persuasion	3.0
COM 613	Ethics for Professional Communication	3.0
COM 615	Media Environments in a Digital World	3.0
COM 651	Media and Communication Policy in a Digitized World	3.0
COM 698	Managing Communication Professional Identities in a Digital Age	3.0
SDC Program Electives		12.0
Choose four of the following courses:		
COM 516	Campaigns for Health and Environment	
COM 518	Communicating Health and Risk in a 'Fake News' World	
COM 520	Science Writing	
COM 525	Document Design and Usability	
COM 533	Modern Desktop Publishing	
COM 535	Digital Publishing	
COM 536	Strategic Social Media Communication	
COM 538	Copy Editing	
COM 541	Foundations of Public Relations	
COM 542	Public Relations Writing	
COM 543	Public Relations Planning	
COM 544	Media Relations in a Digital Age	
COM 545	Crisis Communication	
COM 551	Creative Content Production	
COM 561	Fundamentals of Journalism & Newswriting	
COM 562	International Negotiations	
COM 563	Event Planning	
COM 570	Technical, Science and Health Editing	
COM 575	Grant Writing	
COM 576	Nonprofit Communications	
COM 577	Communication for Civic Engagement	
COM 578	Focus Groups	
COM 586	Strategic International Communication	
COM 600	Graduate Seminar in Communication	
COM 614	Social Media Concepts that Matter	
COM 660	Investigative Journalism	
COM 670	Medical Writing	
COM 673	Medical Journalism	
COM I599	Independent Study in COM	
COM I699	Independent Study in COM	
COM T580	Special Topics in Communication	
COM T680	Special Topics in Communication	
Graduate Electives *		12.0
Total Credits		225.0

* 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.

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 can select up to 12.0 credits of graduate-level electives (500-799) in the following subject areas: (AADM, AAML, ACCT, BUSN, CCM, CHP, COM, CRTV, CW, DIGM, ECON, EDAM, EDHE, EDLT, EDUC, ENTP, ENVP, ENVS, EOH, HMP, HRM, LING, MGMT, MKTG, MUSL, NPM, ORGB, PBHL, PLCY, PROJ, PRST, RMER, SCRIP, SCTS, SMT, TVMN). Other graduate courses outside these areas might be taken pending approval from the graduate advisor or program director.

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+1, 1 co-op (Accelerated program completed in 5 years)

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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	
		General Education 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 General Education Elective	3.0
Select one of the following:	3.0 Select one of the following:	3.0 (UG) ENGL 200 - ENGL 399 course	3.0 (UG) Fine Arts Elective	3.0
BIO 100 or 101	BIO 100 or 101	(UG) Free Elective	3.0 (UG) MKTG Elective	4.0
CHEM 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	15	14	18	18

Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ORGB 300	4.0 (UG) Free Electives	4.0 COOP EXPERIENCE	COOP EXPERIENCE	
PHIL 105	3.0 (UG) MKTG Electives	8.0	COM 574	3.0
(UG) MKTG Electives	8.0 COM 610	3.0		
COM 500	3.0			
	18	15	0	3

Fourth Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 356	4.0 MKTG 380	4.0 (UG) Free Electives	8.0 VACATION	
(UG) Free Elective	3.0 MGMT 450	4.0 Select one of the following:	4.0 Undergrad Degree Awarded	
(UG) General Education Elective	3.0 UNIV B201	1.0 MGMT 260	Student classified as Graduate Student	
(UG) MKTG Elective	4.0 (UG) General Education Elective	3.0 MGMT 370		

COM 613	3.0 COM 651	3.0	MGMT 371	
	(GR) SDC Program Elective	3.0	ORGB 420	
			STAT 202	
			COM 615	3.0
			(GR) SDC Program Elective	3.0
	17	18	18	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits	
(GR) Graduate Electives	6.0 (GR) Graduate Elective	3.0 COM 698	3.0	
(GR) SDC Program Elective	3.0 (GR) SDC Program Elective	3.0 (GR) Graduate Elective	3.0	
	9	6	6	

Total Credits 225

* 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.

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.

Operations & Supply Chain Management (BSBA) / Business Administration (MBA)

Majors: Operations & Supply Chain Management and Business Administration

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

Calendar Type: Quarter

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.0205

BSBA Standard Occupational Classification (SOC) code: 11-3051

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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.

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives

12.0

Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)

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 five (5) of the following: 20.0

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	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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 11.0

Students selecting a concentration can choose from the following:

Business Analytics Concentration

Select three of the following:

MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
POM 645	Supply Chain Analytics	
STAT 610	Statistics for Business Analytics	

STAT 632	Datamining for Managers
STAT 645	Time Series Forecasting
STAT T680	Special Topics in STAT

Corporate Sustainability and Social Impact Concentration

Select three of the following:

BLAW 620	Legal Aspects of Employment
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
INDS T680	Special Topics in Interdisciplinary Business
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
MKTG 654	Corporate Brand & Reputation Management
ORGB T680	Special Topics in ORGB
POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Finance Concentration

Select three of the following:

FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

Select three of the following, of which two MUST be from MKTG (any course with MKTG subject code and course number between 600-699):

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Strategic Technology & Innovation Management Concentration**Required Courses**

MGMT 602	Innovation Management
MGMT 603	Technology Strategy

Electives

Select one of the following:

ECON 650	Business & Economic Strategy: Game Theory & Applications
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits**229.0**

- * 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.
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.

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+1, 1 co-op (Accelerated program completed in 5 years)

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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 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) English Literature Elective	3.0 MIS 200	4.0 ORGB 300	4.0 PHIL 105	3.0
(UG) History (HIST) elective	4.0 OPM 200	4.0 (UG) General Education Elective	3.0 (UG) Free Electives	6.0
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			
	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 (UG) General Education Elective	4.0
		(UG) General Education Elective	3.0 (UG) OSCM Major Course	4.0
		(UG) OSCM Major Course	4.0	
	0	0	15	12
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) Fine Arts Elective	3.0 (UG) OSCM Major Courses	8.0 MGMT 260	Student classified as Graduate Student	
(UG) Free elective	3.0 BSAN 601	3.0 MGMT 370		
(UG) General Education Elective	3.0	MGMT 371		
(UG) OSCM Major Courses	4.0	MGMT 372		
ACCT 510	2.0	MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Free electives	8.0	
		ECON 601	3.0	
	16	15	15	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirement	6.0 (GR) Concentration Requirement	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Elective	2.0 (GR) Elective	3.0
POM 510	2.0 (GR) Elective	3.0	(GR) Experiential Elective	3.0
	9	11	10	11
Total Credits 229				

* 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. 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.

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 Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 52.1501

BSBA Standard Occupational Classification (SOC) code: 11-9141

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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.

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

Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRIP), Theatre (THTR)

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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	
General Education Electives		
Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four categories.		12.0
Diversity & Multicultural		
Society and Culture		
Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCRIP, FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)		
Social Science		
Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)		
Science		
Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)		
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
REMD 110	Introduction to Real Estate Management	4.0
REMD 320	Sustainability in the Built Environment	4.0
REMD 340	Urban Finance and Environmental Planning	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
Choose two (2) of the following:		8.0
ACCT 331	Cost Accounting	
ECON 350 [WI]	Applied Econometrics	
ECON 365	Behavioral Economics	
MKTG 348	Services Marketing	

ORGB 320	Leadership: Theory and Practice	
ORGB 400	Team Development and Leadership	
ORGB 420	Negotiations and Conflict Resolution	
REMD T480	Special Topics in REMD	

MBA Program**Degree Requirements**

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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 11.0

Students selecting a concentration can choose from the following:**Business Analytics Concentration**

Select three of the following

MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
POM 645	Supply Chain Analytics	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
STAT 645	Time Series Forecasting	
STAT T680	Special Topics in STAT	

Corporate Sustainability and Social Impact Concentration

Select three of the following

BLAW 620	Legal Aspects of Employment	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
INDS T680	Special Topics in Interdisciplinary Business	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
MKTG 654	Corporate Brand & Reputation Management	
ORGB T680	Special Topics in ORGB	
POM 642	Sustainable Supply Chain Management and Logistics	
SMT 606	Social Issues in Sport	

Finance Concentration

Select three of the following

FIN 602	Advanced Financial Management	
FIN 605	Business Valuation	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	

FIN 626	Investment Management
FIN 635	Entrepreneurial Finance
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN T680	Special Topics in FIN

Effective Leadership Concentration

Select three of the following

MGMT 660	Leading the Digital Supply Chain
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

Marketing Concentration

Select three of the following, of which two MUST be from MKTG (any course with MKTG subject code and course number between 600-699):

MKTG Course 600-699	
BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

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
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma

STAT 645

Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits**229.0**

- * 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.
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.

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+1, 1 co-op (Accelerated program completed in 5 years)**

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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 340	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 151	CHEM 151			
PHYS 151, 170, or 175	PHYS 151, 170, or 175			
	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
		(UG) REMD Major Elective	4.0 REMD 375	4.0
		(UG) Free Elective	3.0 (UG) Free elective	4.0

	(UG) General Education Elective		3.0 (UG) General Education Elective	3.0
	0	0	14	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	6.0 (UG) General Education electives	6.0 MGMT 370		
(UG) REMD Major Elective	4.0 BSAN 601	3.0 MGMT 371		
ACCT 510	2.0	MGMT 372		
		MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts elective	3.0	
		(UG) Free electives	6.0	
		ECON 601	3.0	
	17	17	16	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirements	6.0 (GR) Elective	3.0
ORGB 511	3.0 (GR) Electives	6.0 (GR) Elective	2.0 (GR) Experiential Elective	3.0
POM 510	2.0		(GR) Concentration Requirement	3.0
	9	11	10	11

Total Credits 229

- * 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. 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.

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

Minimum Required Credits: 229.0

Co-op Options: One Co-op (Five years)

BSBA Classification of Instructional Programs (CIP) code: 31.0504

BSBA Standard Occupational Classification (SOC) code: 25-1193

MBA Classification of Instructional Programs (CIP) code: 52.0201

MBA Standard Occupational Classification (SOC) code: 11-1021

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.

For additional information please visit the BS/MBA website (<https://www.lebow.drexel.edu/academics/undergraduate/accelerated-dual-degrees/bsmba-dual-degree-program/>).

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 120.0 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.

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
Courses with the following subjects and course range from 100-499. Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSST), Screenwriting & Playwriting (SCRP), Theatre (THTR)		
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	
or PHYS 170	Electricity and Motion	
or PHYS 175	Light and Sound	

General Education Electives 12.0

Students select (12.0 credits) of general education electives, with a minimum of one course in each of the following four categories.

Diversity & Multicultural

Society and Culture

Courses with the following subjects and course range from 100-499. Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC, DIGM, FMVD, SCR), FMST, INTR, MUSC, PHTO, THTR, WBDV, VSST), Global Studies (GST), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499. Anthropology (ANTH), Criminology (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499. Computer Science (CS), Information Systems (INFO), Science & Technology (SCTS)

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

Sport Business Electives

Select four (4) of the following:		16.0
-----------------------------------	--	------

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
---------	---------------------------

MBA Program

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	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		11.0
Students selecting a concentration can choose from the following:		
Business Analytics Concentration		
Select three of the following		
MIS 612	Aligning Information Systems and Business Strategies	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
POM 645	Supply Chain Analytics	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
STAT 645	Time Series Forecasting	
STAT T680	Special Topics in STAT	
Corporate Sustainability and Social Impact Concentration		
Select three of the following		
BLAW 620	Legal Aspects of Employment	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
INDS T680	Special Topics in Interdisciplinary Business	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
MKTG 654	Corporate Brand & Reputation Management	
ORGB T680	Special Topics in ORGB	
POM 642	Sustainable Supply Chain Management and Logistics	
SMT 606	Social Issues in Sport	
Finance Concentration		
Select three of the following		
FIN 602	Advanced Financial Management	
FIN 605	Business Valuation	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 639	FinTech	
FIN 645	Behavioral Finance	
FIN 648	International Financial Management	
FIN T680	Special Topics in FIN	
Effective Leadership Concentration		
Select three of the following:		
MGMT 660	Leading the Digital Supply Chain	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
ORGB 620	Leading Virtual Teams	

ORGB 640 Negotiations for Leaders

Marketing Concentration

Select three of the following, of which two MUST be from MKTG (any course with MKTG subject code and course number between 600-699):

MKTG Course 600-699

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 632	Database Analysis and Design for Business
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

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
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Supply Chain Management & Logistics Concentration

Select three of the following:

MGMT 660	Leading the Digital Supply Chain
MIS 624	Systems Analysis & Design
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 642	Sustainable Supply Chain Management and Logistics
POM 644	Revenue Management
POM 645	Supply Chain Analytics
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 645	Time Series Forecasting

Customized Concentration

Students can self customize a concentration with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

Total Credits

229.0

* 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.

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.

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+1, 1 co-op (Accelerated program completed in 5 years)

Students complete undergraduate requirements in four years, then convert to graduate status in the fifth and final year.

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) General Education 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) General Education Elective	3.0 (UG) Free Electives	6.0
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	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) Free elective	4.0 (UG) Sport Business Major Courses	8.0 MGMT 260	Student classified as Graduate Student	
(UG) Sport Business Major Course	8.0 BSAN 601	3.0 MGMT 370		
ACCT 510	2.0	MGMT 371		
		MGMT 372		

		MGMT 451		
		SMT 372		
		STAT 202		
		(UG) Fine Arts electives	6.0	
		(UG) Free elective	4.0	
		ECON 601	3.0	
	15	15	17	0
Fifth Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 530	2.0 BLAW 510	2.0 MGMT 520	2.0 MGMT 770	2.0
MKTG 510	2.0 FIN 601	3.0 (GR) Concentration Requirement	6.0 (GR) Concentration Requirement	3.0
ORGB 511	3.0 (GR) Concentration Requirement	3.0 (GR) Elective	2.0 (GR) Elective	3.0
POM 510	2.0 (GR) Elective	3.0	(GR) Experiential Elective	3.0
	9	11	10	11
Total Credits 229				

- * 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. 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.

Minor in Accounting

About the Minor

Accounting is the language of financial data. Whether you are an artist, pro athlete, restaurateur, or CEO of a nonprofit or fortune 100 company, having basic understanding of accounting will equip you to make sound business decisions. The Accounting minor is available to all students enrolled at Drexel University.

Requirements

- No more than 2 courses or 8.0 credits required by a student's major may be counted towards this minor.
- 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 or ACCT 110	Financial Accounting Foundations Accounting for Professionals	4.0
ACCT 116	Managerial Accounting Foundations	4.0
TAX 341 or TAX 342	Federal Income Taxes Advanced Federal Taxes	4.0
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 [WI]	Applied Econometrics	
ECON 366	Topics in Behavioral Economics	
ECON 370	Experiments and Causality in Economics	
MKTG 326 or MKTG 365	Marketing Insights Digital Marketing	
MKTG 356	Consumer Behavior	

ORGB 320	Leadership: Theory and Practice
or ORGB 400	Team Development and Leadership
ORGB 420	Negotiations and Conflict Resolution
PSY 312	Cognitive Neuroscience
Total Credits	
24.0	

* Students pursuing any of the Economics stand alone or combined majors 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 110	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 [WI]	Organizational Behavior	
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, but people with skills in business analytics are needed to convert the information contained in the data into business decisions. From the junior analyst providing daily reports on production to the CEO seeking to transform the 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, starting from the corporate generation of data through to applications for innovation and executive decision-making.

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	
ECON 370	Experiments and Causality in Economics	
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	
SMT 380	Sports Analytics	

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).

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
SMT 372	Sport Business Consulting

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, economics, engineering, entrepreneurship, and real estate. For additional information about the Minor please contact the Department of Finance (<https://www.lebow.drexel.edu/academics/undergraduate/minors-and-certificates/>).

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 or ACCT 110	Financial Accounting Foundations Accounting for Professionals	4.0
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. For additional information about this Minor please contact the Department of Finance. (<https://www.lebow.drexel.edu/academics/undergraduate/minors-and-certificates/>)

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 or ACCT 110	Financial Accounting Foundations Accounting for Professionals	4.0
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 or ENGR 132	Introductory Programming for Engineers 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

Understanding the legal environment in which businesses operate is critical to any business's success. The Minor in Legal Studies will allow students to pursue coursework that explores the legal and regulatory frameworks in which businesses function and expose students to various legal issues which could arise throughout their careers. The coursework emphasizes critical thinking so that students learn not only the substance of the law, but the proper way to think through its application.

- 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 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 343	Marketing 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	
BLAW I499	Independent Study in BLAW	
BLAW T480	Special Topics in BLAW	

Total Credits

24.0

Minor in Management Information Systems

About the Minor

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. Professionals in MIS use the power of technology to solve business problems.

The minor in MIS includes a similar mix of content to the major: applications of computer systems, interpersonal interaction, and a practical business orientation. The minor in Management Information Systems can be a good option for non-business students who wish to complement other computer-related studies with a business perspective. Students will learn how to bridge the gap between technical knowledge and business functions.

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 Project Management

Please note: This program is temporarily not accepting new students.

Project management focuses on the management of teams of people and other resources in the planning, design, execution, and implementation of various aspects of projects in practically every industry. The minor in Project Management provides students with the skills necessary to perform successfully as members of project management teams.

The minor in Project Management will provide a foundation for graduate education in project management and prepare interested students to pursue the Certified Associate in Project Management (CAPM)[®] or Project Management Professional (PMP)[®] credentials from the Project Management Institute (PMI).

A minimum grade of "C" (2.0) must be earned in each course in this minor for the minor to be awarded.

Requirements

- Open to Drexel undergraduate students in any discipline.
- Must have sophomore, pre-junior, junior, or senior standing.
- Must have a cumulative GPA of at least 3.0
- Application to Add a Minor form (approved by the student's primary academic advisor)

Program Requirements

Required Courses

PROJ 401	Introduction to Project Management	3.0
PROJ 402	Essentials of Project Planning & Scheduling	3.0
PROJ 403	Essentials of Project Leadership and Teamwork	3.0
PROJ 415	Essentials of Project Estimation & Cost Management	3.0
PROJ 430	Essentials of Managing Multiple Projects	3.0

Select 3 additional courses:

PROJ 410	Essentials of Project Quality Management	
PROJ 420	Essentials of Project Risk Assessment & Management	
PROJ 435	Essentials of International Project Management	
	Project Management Elective (4XX or higher)	
	Other courses, with prior written approval of student's Academic Advisor and the Project Management program (must be 4XX or higher and be relevant to Project Management)	

Total Credits

24.0

Additional Information

Questions about the minor in Project Management should be directed to:

Anne Converse Willkomm

Assistant Dean, Graduate College

Assistant Clinical Professor

Goodwin College of Professional Studies

Tel: 215.571.3257

E-mail: acw334@drexel.edu

CAPM, PMP, and PMBOK are registered marks of the Project Management Institute, Inc.

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, economics, entrepreneurship, finance, marketing, and construction management. For additional information about this Minor please visit the Department of Finance (<https://www.lebow.drexel.edu/academics/undergraduate/minors-and-certificates/>).

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 technology innovation management (TIM) program provides a unique educational opportunity to explore the ever-changing landscape of business and technology. Students will gain an understanding and appreciation for innovative technologies and processes. Graduates from the TIM program

will possess the skills sought after not only by technology companies but also consulting firms and employers in traditional industries that seek to take advantage of new technologies.

This highly interdisciplinary and flexible program provides students with the opportunity to take courses across LeBow with experts in various areas, including accounting, business analytics, economics, finance, international business, legal studies, MIS, marketing, operations and supply chain management, real estate management and development, or sport business, to build a diverse skill set focused on the career path they want.

- 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:		4.0
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

About the Program

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 responsibility.

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.

Index

A

Accounting	7
Accounting (BSBA) / Master of Business Administration (MBA)	115

B

Business Analytics	14
Business and Engineering	22
Business Undeclared	112

C

Certificate in Brand and Reputation Management	184
Certificate in Social Responsibility in Business	184
Certificates	184

E

Esport Business	31
-----------------------	----

F

Finance	36
Finance BSBA / Business Administration MBA	121

G

General Business	41
------------------------	----

I

International Business	53
International Business BSBA / Business Administration MBA	127
International Business Co-Major	53

L

LeBow College of Business	3
Legal Studies	46
Legal Studies BSBA / Business Administration MBA	132

M

Management Information Systems	60
Management Information Systems (BSBA) / Business Administration (MBA)	138
Marketing	68
Marketing BSBA / Business Administration MBA	143
Marketing BSBA / Strategic & Digital Communication MS	149
Minor in Accounting	172
Minor in Behavioral Economics and Business	172
Minor in Business Administration	173
Minor in Business Analytics	174
Minor in Business Consulting	175

Minor in Finance	175
Minor in Financial Technology	176
Minor in Legal Studies	177
Minor in Management Information Systems	177
Minor in Marketing	178
Minor in Operations and Supply Chain Management	179
Minor in Project Management	179
Minor in Real Estate Management and Development	180
Minor in Sport Management	180
Minor in Sport Regulation & Compliance	181
Minor in Technology Innovation Management	181

O

Operations & Supply Chain Management	76
Operations & Supply Chain Management (BSBA) / Business Administration (MBA)	154
Organizational Management	85

R

Real Estate Management and Development	91
Real Estate Management and Development BSBA / Business Administration MBA	160

S

Sport Business	97
Sport Business BSBA / Business Administration MBA	165

T

Technology Innovation Management	103
--	-----

U

Undergraduate Programs	7
------------------------------	---