The LSU E. J. Ourso College of Business is nationally recognized for programs that promote entrepreneurship, stimulate economic development, and set the standard for internal audit programs throughout the world. We continuously evaluate and revise our curriculum to make sure we are on the cutting edge of business education to improve our students’ communication skills, critical thinking skills, leadership skills, teamwork skills, and technical skills in their respective disciplines. We are committed to excellence in fostering learning and pursuing discovery in an intellectually diverse and global business environment as we prepare our students for rewarding lifelong careers with the highest standards of performance and professionalism.

www.bus.lsu.edu

Notes

Pictured on cover are:
Front row: Ashley Jones, LSU Flores MBA Student; Molly Marino, MS Accounting Student; and Pei Pei Han, Master of Public Administration Student
Back row: Harrison Breaud, Undergraduate Finance Student and Christian Raschke, PhD Student in Economics

Benefactor
Entrepreneur E. J. Ourso and his wife, Majory, made a gracious donation to the college in 1996, for which the institution was renamed in his honor. Although he passed away in 2005, E. J. Ourso’s legacy and impact live on through our students, our faculty, and our staff.
The E. J. Ourso College of Business

Ourso Experience

Undergraduate Degrees
- Accounting
- Economics & International Trade & Finance
- Finance
- General Business Administration
- Information Systems & Decision Sciences
- Management
- Marketing

Master’s Degrees
- Master of Business Administration
  - Traditional
  - Executive MBA
  - Professional MBA
  - JD/MBA
- Master of Public Administration
  - JD/MPA
- MS Accounting
- MS Economics
- MS Finance
  - Accelerated Masters
  - JD/MS Finance
- MS Information Systems & Decision Sciences

Doctorate Degrees
- Accounting
- Economics
- Business Administration with specializations available in:
  - Finance
  - Information Systems & Decision Sciences
  - Management
  - Marketing
Undergraduate Programs

**Accounting**
The Department of Accounting prepares students for careers in public accounting, industry, and government through required and elective courses in financial accounting, cost, audit, taxation, and internal audit.

Of note: In May 2010, the department hosted the first annual American Accounting Association's Forensic and Investigative Accounting Section Research Conference.

[www.bus.lsu.edu/accounting](http://www.bus.lsu.edu/accounting)

**Economics and International Trade & Finance**
The Department of Economics prepares students to analyze complex economic problems, to think critically about a variety of issues, to learn beyond the confines of the classroom and to be adaptable to the ever-changing demands of the labor market. Students can choose between a BS or a BA in economics or a BS in international trade and finance. Each degree provides analytical skills and a breadth of economic understanding for careers in business, government, or for further study in economics, law, or public policy.

Of note: The department's international trade and finance curriculum is the only such program in the state. In February 2010, the department hosted the LSU Conference on Networks: Theory and Applications.

[www.bus.lsu.edu/economics](http://www.bus.lsu.edu/economics)

**Finance**
The Department of Finance prepares students for careers in finance through courses including investments, corporate finance, financial statement analysis, derivatives, real estate, risk management, insurance, and business law.

Of note: In 2009 the department was recognized as a CFA Institute Partner. Bloomberg training is available in the SMART Lab.

[www.bus.lsu.edu/finance](http://www.bus.lsu.edu/finance)

**General Business Administration**
The college’s general business administration major allows students to build a curriculum around one of more than a hundred possible minors. In addition to entrepreneurship and information technology management, students can select a minor and classes that make sense for their personal career goals to follow their passion.

Of note: Students are allowed to build an interdepartmental program centered around their interests.

[www.bus.lsu.edu/genbus](http://www.bus.lsu.edu/genbus)
Information Systems & Decision Sciences

The Department of Information Systems & Decision Sciences (ISDS) prepares students to design, implement, analyze, and manage information technology (IT) systems by developing the conceptual and practical skills needed for IT management, analytics, business intelligence, e-commerce, and supply chain management.

Of note: The department offers undergraduate students the resources needed to complete various certification testing, including the Certified Information Systems Auditor Program (CISA) and Microsoft certifications.

www.bus.lsu.edu/isds

Management

The Rucks Department of Management prepares students for careers in areas such as organizational behavior, human resources, strategy, entrepreneurship, industrial/labor relations, and international management. William and Catherine Rucks endowed the department in 1996, and are the namesakes of the Rucks Fellowship, which is awarded to several students annually.

Of note: In 2009, the National Society for Human Resources Management recognized the department’s undergraduate curriculum as meeting the standards for its human resources curriculum.

www.bus.lsu/management

Marketing

The Department of Marketing prepares students for careers by offering a solid foundation focused on the drivers of the field. Innovative courses such as “Marketing on the Internet” and “Sports Marketing” are offered.

Of note: The department takes part in the International Business Seminars program, where students travel to Europe and visit and learn from several businesses.

www.bus.lsu.edu/marketing

Business Residential College

The Business Residential College (BRC) is a living-learning environment where the next generation of business leaders are assisted in acclimating to the culture of the college and of business.

Undergraduate Student Impact

In February 2010, recent alumni Sarah Balcerowicz and Tracy Gagliardi had a commercial they produced as students for Gulf Coast Bank & Trust appear during Super Bowl XLIV.

In July 2010, Brandi Lynn Thomas, a management major, received the Congressional Award Gold, Silver, and Bronze Medals for completing more than 750 hours of volunteer service in two years.

In October 2010, the LSU Student Finance Association (SFA) took its annual trek to New York City to experience the financial district and learn from representatives of several financial firms.
Master’s Programs

The LSU Flores MBA Program
In the LSU Flores MBA Program students can specialize in entrepreneurship, finance, human resource management, internal auditing, international business/emerging markets, marketing, supply chain management, systems audit, or create a customized curriculum. For non-traditional students, the program offers the flexible options of an Executive MBA or a Professional MBA. Additionally, students can earn a joint JD/MBA through the Paul M. Hebert Law Center at LSU. The program’s namesake, James C. Flores, is the chairman and CEO of Plains Exploration and Production Inc. He and his wife, Cherie, continue to actively support the E. J. Ourso College and LSU.

Master of Public Administration
Offered by the Public Administration Institute, the Master of Public Administration is designed for professionals in non-profit, healthcare, and government relations industries. The LSU MPA Program is fully accredited by the National Association of Schools of Public Administration.

Master of Accounting
Candidates who wish to sit for the CPA exam in Louisiana must complete 150 hours of college-level coursework, subject to specific course requirements. Students can meet the 150-hour requirement and obtain a graduate degree in five years by completing the BS in accounting (121 hours) and the MS in accounting (30 hours). The graduate program provides greater breadth and depth in accounting disciplines to develop high-level understanding, skill, and leadership capability to enter professional accountancy and related business careers.

Master of Economics
The Master of Economics curriculum is designed to provide the training necessary for careers in government and business where original research is generally not the primary concern.

Master of Finance
The Master of Finance curriculum provides students a 36-hour (1.5 year) program centered around investments, corporate finance, and financial markets and institutions. As a Chartered Financial Analyst® program partner, most of the department’s students sit for the CFA Level-I Exam.

Master of Information Systems & Decision Sciences
The Master of ISDS curriculum is designed to help students to advance in a career in business analytics or business intelligence in Fortune 500 companies. Areas include marketing analytics, financial analytics, healthcare analytics, and supply chain analytics.
PhD Programs

The E. J. Ourso College offers PhD programs in accounting, economics, and business administration. Business administration PhD students can specialize in finance, information systems & decision sciences, marketing, or management. The PhD programs provide a solid theoretical base and prepare candidates for careers in academia and research positions in government and industry.

Designed to be year-round programs of study for full-time students, the PhD programs consist of extensive coursework in the chosen discipline, supporting disciplines, and research methods. Usually, the program consists of two to three years of academic coursework, after which the student must successfully pass a comprehensive examination. The student then designs and completes their doctoral dissertation, a substantive original research project. The dissertation stage usually takes about 12-18 months to complete. Overall, our PhD program usually requires four or more years to finish. Students without a master’s degree may take longer to complete the program.

www.bus.lsu.edu/phd

PhD Students Recognized

In October 2010, management PhD student Eric Liguori was awarded the best Doctoral Student Paper Award from the Southern Management Association.

In November 2009, marketing PhD candidate Nobuyuki Fukawa was awarded the Daryl McKee Doctoral Study in Marketing Scholarship. In recent years, Fukawa’s research has been widely published in various journals and he has presented at conferences for the Academy of Marketing Science and for Advertising and Consumer Psychology.

In September 2009, information systems & decision sciences PhD candidate Yoonhyuk Jung was one of just 40 students selected globally to attend the International Conference on Information Systems 2009 Doctoral Conference.

In August 2009, management PhD candidate Jeff Muldoon won the Best Student Paper award for the Management History Division of the Academy of Management.

In July 2009, information systems & decision sciences PhD candidate Matt Levy was awarded an IBM Fellowship.

In February 2011, the Real Estate Management Institute of the European Business School and Aareal Bank AG awarded Finance PhD student Shuang Zhu 2nd place in the Aareal Award of Real Estate Research Competition for her foreclosure research with Kelley Pace.
Faculty and Research

The E. J. Ourso College faculty is known for its expertise and the quality of the basic and applied research it produces. Researchers from every department are consistently awarded best paper honors at academic conferences and invited to speak in their fields of expertise.

Many E. J. Ourso College faculty have been designated as “Rainmakers” by the University, meaning they are nationally and internationally recognized for innovative research and creative scholarship, compete for external funding at the highest levels, and attract and mentor exceptional graduate students.

www.bus.lsu.edu/research

Selected Research Awards

- LSU Rucks Department of Management Co-Chair Hettie Richardson received the 2009 Organizational Research Methods Editorial Review Board Best Publication of the Year Award in August 2010. Additionally, she was named to Baton Rouge Business Report’s “Top 40 Under 40” in November 2008.
- Hermann Moyse, Jr./Louisiana Bankers Association Endowed Chair of Banking Joseph Mason's study analyzing the economic cost of a moratorium on offshore oil and gas exploration in the Gulf of Mexico has been referenced by multiple news sources. Mason testified before the U.S. Senate in July 2010 regarding his study.
- Richard White Jr., associate dean and Marjory B. Ourso Center for Excellence in Teaching Professor in the Public Administration Institute was selected as a 2010 Hoover Scholar in April 2010.
- V. Price LeBlanc Developing Scholar Professor in Marketing Judith Anne Garretson Folse received the 2010 American Marketing Association Winter Marketing Educators’ Conference’s Best Paper Award in February 2010 for a paper she coauthored.
- KPMG Endowed Professor Larry Crumbley of the Department of Accounting was awarded the Outstanding Educator Award by the Federation of Business Disciplines in March 2010.
- Information Systems & Decision Sciences Associate Professor Andrew Schwarz was selected as an associate editor for the European Journal of Information Systems and selected as the senior editor of DATABASE journal in March 2009. Additionally, he was named to Baton Rouge Business Report’s “Top 40 Under 40” in November 2010.
- Public Administration Institute Director and Professor of Economics James Richardson was presented with the 2010 S. Kenneth Howard Award by the Association for Budgeting and Financial Management for lifetime achievements in budgeting and financial management.
- Rudy Hirschheim, the Ourso Family Distinguished Professor of Information Systems, was named by two international studies as one of the top researchers in the world for his field in 2010.
- Gary Sanger, Distinguished Chair of Finance, received the 2010 C. Stewart Sheppard Award from the CFA Institute in July 2010.
Strategic Growth Initiatives

The Business Education Complex
On target to open in spring semester 2012, ground was broken March 19, 2010 for the Business Education Complex, which will serve as the college’s new home. This 156,000 square-foot state-of-the-art facility will provide students opportunities to fully develop their skills and compete with peer and aspirant institutions.
www.bus.lsu.edu/building

Diversity and Inclusion
As the corporate world faces global demographic changes, the college is actively embracing diversity to help build an inclusive campus culture. The college emphasizes recruitment and retention of unconventionally diverse students, faculty, and staff and strives to provide an environment free of intolerance or discrimination.
www.bus.lsu.edu/diversity

Doctoral Student Support
Today’s PhD candidates represent tomorrow’s faculty. The E. J. Ourso College, through various means, reinforces and encourages those who have chosen to advance the fields of research and teaching for future generations.
www.bus.lsu.edu/phd

Globalization
The E. J. Ourso College has extended its global outreach to China by looking south and partnering with the University São Paulo in Brazil. Additionally, the college is working to establish partnerships in India and elsewhere to provide students necessary real-world, immersive experiences.
www.bus.lsu.edu/globalization

Supply Chain Management
Using the aftermath of Hurricane Katrina as a catalyst, the E. J. Ourso College is working to prepare students for the Gulf Coast Region’s supply chain needs—how to build and sustain global supply chain excellence, security, and resiliency in a globally interdependent economy.
www.bus.lsu.edu/supplychain
**Center for Internal Auditing**

Established in 1985, the LSU CIA is recognized as the world leader in auditing education. The center’s program focuses on internal auditing as a value-added profession to enhance governance, risk, and controls. In addition to providing a unique opportunity for career development, the program endeavors to assist students obtain internships, full-time positions, and certification.

[www.bus.lsu.edu/cia](http://www.bus.lsu.edu/cia)

**Division of Economic Development**

The Division of Economic Development (DED) conducts applied economics research to support economic development and public policy decisions. Additionally, the division contributes to help produce the annual *Louisiana Economic Outlook*.

[www.bus.lsu.edu/ded](http://www.bus.lsu.edu/ded)

**Emerging Markets Initiative**

The goal of the Emerging Markets Initiative is to assist in preparing future business leaders for cultural and academic exchanges, relations, and economic growth with emerging markets, including China, Brazil, India, and Russia.

[www.bus.lsu.edu/em](http://www.bus.lsu.edu/em)

**LSU Executive Education**

LSU Executive Education offers non-degree custom and open enrollment courses and workshops for professionals that address the challenges of a changing workforce. Included in these offerings is the LSU Executive Development Program, which continues to be one of the premier leadership development and business acumen programs in the southeast region. LSU Executive Education has also been instrumental in bringing the Disney Institute to Baton Rouge for workshops hosted in 2009 and 2010.

[www.bus.lsu.edu/executive](http://www.bus.lsu.edu/executive)

**Highway Safety Research Group**

The Highway Safety Research Group (HSRG) collects, maintains, analyzes, and distributes crash data to support public policy decisions in Louisiana. Through a grant obtained from the Louisiana Department of Transportation and Development, the group developed the software program LACRASH.

[www.bus.lsu.edu/hsrg](http://www.bus.lsu.edu/hsrg)

**LSU Louisiana Business & Technology Center**

The LSU Louisiana Business & Technology Center (LBTC) houses more than two dozen small businesses as tenants in its business incubator. Thousands of entrepreneurs and small businesses in Louisiana have been counseled by the LBTC through various initiatives, including its Technology Transfer Office, Small Business Development Center, Mobile Classroom, and Disaster Business Counseling Center. Additionally, the LBTC houses the Student Incubator to aid younger entrepreneurs who are still in school with their burgeoning business.

[www.bus.lsu.edu/lbtc](http://www.bus.lsu.edu/lbtc)
Public Administration Institute
The Public Administration Institute (PAI) provides outstanding educational opportunities for those already in the workforce who wish to advance their careers as well as those who seek an MPA immediately after earning their undergraduate degree. The LSU MPA Program is fully accredited by the National Association of Schools of Public Affairs and Administration.

www.bus.lsu.edu/pai

Real Estate Research Institute
The Real Estate Research Institute (RERI) studies trends in the Louisiana real estate market for the benefit of growth and development throughout the state. RERI was established in part with funds from the Louisiana Real Estate Commission in 1985.

www.bus.lsu.edu/reri

SMART Lab
The Securities Market Analysis Research and Trading Lab, SMART Lab for short, provides a simulated trading floor that students use to advise the LSU Foundation on how to invest funds in LSU’s $1,000,000 Tiger Fund portfolio.

www.bus.lsu.edu/sm art

LSU Stephenson Disaster Management Institute*
The LSU Stephenson Disaster Management Institute helps save human and animal lives by continuously improving disaster response management through leadership in applied research and executive education. Serving as the interface between researchers and practitioners, the institute facilitates projects that encourage collaboration between these communities that inform and improve the quality of research and ensure that academic findings are translated into solutions business and emergency managers can use in the field. A self-sustaining entity, the institute is at the forefront of the nation’s public-private partnership initiatives and was instrumental in the establishment of the Louisiana Business Emergency Operations Center (LA BEOC) in June 2010.

www.sdm.i.lsu.edu

LSU Stephenson Entrepreneurship Institute*
The LSU Stephenson Entrepreneurship Institute focuses on three main areas: Social Entrepreneurship, Executive Education, and Student Entrepreneurship Education. Through multiple initiatives, the institute assists entrepreneurs and students grow their ideas and tailors programs with widespread appeal for businesses.

www.bus.lsu.edu/sei

*Loyal alumni Toni and Emmet Stephenson made a generous pledge in 2007 to establish the Stephenson Disaster Management Institute and to revamp the Entrepreneurship Institute.
Rankings & Awards

E. J. Ourso College of Business
Eduniversal, 2010
- Ranked in the top 50 among public institutions in the category of “Top Business Schools Internationally Known”

Undergraduate Program
U.S. News & World Report, 2010
- Undergraduate Program ranked 41st nationally among public institutions
Business Week, 2010
- Undergraduate Program ranked 56th nationally among public institutions.

LSU Flores MBA Program
Forbes.com, 2009
- Ranked 26th nationally among public institutions
U.S. News & World Report’s America’s Best Graduate Schools, 2010
- Ranked 37th nationally among public institutions—The Wall Street Journal, 2007*
- Ranked 7th nationally for schools that draw corporate recruiters regionally
*the last time MBA programs were ranked by The Wall Street Journal.

Master of Public Administration Program
Ranked in the Top 40 among public institutions and 57th among all schools by U.S. News & World Report’s “America’s Best Graduate Schools,” 2008

Louisiana Business & Technology Center
- Excellence in Rural Economic Development Award—Economic Development Administration, 2009
- Incubator Innovation Award—National Business Incubation Association, 2009
- National Incubator of the Year—National Business Incubator Association, 2005

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