Vision

As the flagship business college of Louisiana, the E. J. Ourso College of Business uplifts the economy of the state and the lives of its citizens.

To do so, the college delivers a superior intellectual and professional learning experience that cultivates future business leaders through real-world learning, critical thinking, and a strong work ethic. It also creates and disseminates cutting-edge research through theoretical and applied scholarship that makes a direct and positive impact upon the business community.

To successfully complete this mission and support LSU’s overall Flagship 2020 strategy, the college vigorously pursues the broad reaching goals of Discovery, Learning, Diversity, and Engagement.

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Welcome From the Dean

The LSU E. J. Ourso College of Business transforms lives. As the flagship business college of Louisiana, it plays an essential role in uplifting the economy of the state and the wellbeing of its citizens. Each year, the college graduates about 1,000 exceptional men and women who are the business leaders and entrepreneurs of the future. It provides them with up-to-date skills, practical knowledge, and the fire in their belly necessary for them to excel in their careers and make significant impacts upon society.

We, as a college, celebrate continued success by our faculty and students while working to plan for the future. To shape those plans, I worked with community leaders, members of our Dean’s Advisory Council, alumni, faculty, staff, and students to create a document called A Working Strategy, 2015-2020. This strategic plan outlines four initiatives that will help the E. J. Ourso College of Business remain at the forefront of business education and ensure success for years to come. Those initiatives are Build Corporate Partnerships, Energize Business, Foster Economic Development and Entrepreneurship, and Sharpen Competitive Edges.

This working strategy launches a new vision and five-year trajectory for the college. It does so as universities across the country, including LSU, undergo unprecedented changes that create exciting opportunities, as well as weighty challenges. Business colleges face increasing demands for graduates. Indeed, seven of the 10 most sought-out college degrees, according to Forbes, are in business disciplines. Meanwhile, business colleges face the stress of reduced state financial support, increasing faculty salaries, and intense competition from peer universities for the best students and faculty, among other obstacles. We must overcome these challenges in order to control our destiny.

The college has unique capabilities to capitalize on opportunities and overcome challenges. Our faculty members are brilliant scholars who produce cutting-edge research within all business disciplines. Our state-of-the-art Business Education Complex, located on a campus celebrated for its beauty and architecture, provides a student-centered environment that stimulates learning and discovery. Most significant, we graduate a diverse body of extraordinary men and women with both the technical skills and personal attributes to compete and excel in business and make the world a better place to live.

With these strategic initiatives, the college rededicates itself to reaching loftier goals of academic and professional excellence.

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Strategic Initiatives

Build Corporate Partnerships — Corporate partnerships help build the financial resources and intellectual capital that allow the college to offer top educational and research programs while providing the corporate partner a substantial return on its investment in the graduates they hire. The college will engage our corporate partners in developing joint case studies based on real-world business solutions. A new initiative, dubbed LSUx, offers faculty-led research teams that attack, analyze, and solve a pressing business problem for a corporate partner. If appropriate, an LSUx team can be expanded to include membership from other colleges such as engineering, law, and science.

Energize Business — In Louisiana, energy is the lifeblood of the state’s economy. To better meet the future needs of the changing economy and the needs of the state, the college commits itself to a new strategic initiative, Energize Business. The initiative will provide unique and expanded programs designed to support the energy and petrochemical sectors, as well as make our business graduates more competitive for employment in energy-related careers. These programs include the formation of an undergraduate energy minor, a specialization within the Flores MBA Program, and joint course offerings with other LSU colleges.

Foster Economic Development and Entrepreneurship — We serve as the gateway to LSU in assisting outside organizations with fostering industrial growth, creating new investments, and building a robust workforce. The college offers any management student the opportunity to obtain an entrepreneurship concentration, and a minor in entrepreneurship is available to any LSU student. We will also re-engineer our Department of Information Systems & Decision Sciences into a new Department of Entrepreneurship and Innovation, which will increase our research and teaching capacities in business analytics, entrepreneurship, economic development, and emerging business technologies.

Sharpen Competitive Edges — We must build upon our strengths. The college possesses several programs that are nationally prominent, fill growing needs of business, and help to better prepare our students for exciting careers. Each of these will receive increased support and emphasis in order to build upon its reputation as a leader in its field and set an example for all of our college activities to emulate. These programs are: the Center for Internal Auditing, the Master of Science in Analytics program, the Professional Sales Institute, LSU Initiative for Government and Public Policy, and the Real Estate Research Institute.
The Business Education Complex includes approximately 156,000 gross square feet of learning and research environments, including classrooms, labs, and offices for faculty and college administration.

The Rotunda is home for the college’s services, professional programs, institutes, and college administration.

The first floor of the Rotunda is a 3,500 square-foot central atrium providing students with study space, Internet access, and areas for group meetings. Convocations, guest speakers, alumni functions, and other events that bring together students, faculty, and friends as a community are held in the atrium.

The Auditorium seats 300 students and guests for conferences, guest lecturers, and student symposia.

The Café offers coffee and light fare to students and faculty throughout the day.

The Dining Room provides an area for meals and snacks for events and a dining area for the Executive and Professional Flores MBA Programs, Executive Education, and special events.

The Undergraduate Wing, arranged in eight pavilions, houses classrooms for undergraduate courses, conference rooms, team rooms, PhD student suites, and faculty offices for the three academic departments.

The Graduate Wing, arranged in eight pavilions, houses classrooms for graduate courses, conference rooms, team rooms, PhD student suites, and faculty offices for three departments.

The two wings include 22 radial- and case-style tiered classrooms designed for discussion and learning and equipped with the latest in audio-visual equipment, a marketing lab, and 15 smaller rooms for seminars and breakouts.

The SMART Lab, a 50-person financial trading room, is equipped with the most up-to-date financial analytics and data. Students manage the $2.3 million Tiger Fund, a large-cap equity portfolio that provides real-world experience for those seeking to learn more about equity research and portfolio management. They also have access to 12 Bloomberg terminals, a streaming ticker, quote board data feeds, and the latest financial software.

The Business Education Complex facilitates world-class teaching and learning, as faculty and students connect with other institutions and business experts worldwide. It accommodates undergraduate and graduate business students, as well as executive education and business community functions. Additionally, the BEC sharpens LSU’s competitive edge among the top colleges in the nation and enhances the ability to recruit top faculty and students through some of the following:

- The American Institute of Architects Rose Award — August 29, 2013
  The American Institute of Architects Baton Rouge chapter awarded Coleman Partners Architects a 2013 Rose Award for its work on the construction of the Business Education Complex.

- TopManagementDegrees.com List of World’s 50 Most Beautiful Business Schools — November 22, 2013
  TopManagementDegrees.com ranked the Business Education Complex, housing the E. J. Ourso College of Business, No. 10 in its listing of the world’s 50 most beautiful business schools.

- The American Institute of Architects New Jersey Chapter Merit Award — May 29, 2015
  The American Institute of Architects New Jersey chapter awarded iKon.5 Architects a merit award for its work on the construction of the Business Education Complex.
Overview of Undergraduate Degrees

Accounting
Prepare for your career in public accounting, industry, or government by completing required and elective courses in financial accounting, cost, audit, taxation, and/or internal audit. Students also have the opportunity to pursue a bachelor's (120 hours) and master's (30 hours) degree, allowing them to earn a graduate degree while completing the required 150 hours to be eligible to take the Certified Public Accountant (CPA) exam. They will also receive an education from department faculty who publish articles in professional journals, write textbooks and trade books, and are active participants in the accounting profession, resulting in an education from both the academic and real-world perspectives.

business.lsu.edu/accounting

Economics and International Trade & Finance
Choose between a BS in economics or a BS in international trade and finance — the only such program offered in Louisiana. With each of these degrees, you will prepare to analyze complex economic problems, think critically about a variety of issues, learn beyond the confines of the classroom, and be adaptable to the ever-changing demands of the labor market. In addition, an empirical economic analysis concentration is available to these majors, providing you the opportunity to acquire analytical skills and a breadth of understanding for careers in business, government, or for further study in economics, law, or public policy.

business.lsu.edu/economics

Finance
Finance is the study of how individuals, businesses, and organizations acquire and utilize capital (i.e., money). Learn about investments from a department that is a Chartered Financial Analyst (CFA) and Certified Financial Planner (CFP) program partner. Your coursework will be related to real estate, risk management, insurance, and business law, and you will have access to the Securities Markets Analysis Research & Trading Lab (SMART Lab). Complete with Bloomberg terminals and the latest financial software, the SMART Lab is a simulated trading floor that students use to research firms and offer investing advice for LSU's Tiger Fund.

business.lsu.edu/finance

General Business
Turn your passion into your career. Here, you will be able to partake of electives in multiple areas of business and earn an official university minor from more than 100 available options. You will gain valuable insight and basic knowledge in key areas of accounting, economics, finance, information systems & decision sciences, management, and marketing as you build a customized curriculum that makes sense for your career goals.

business.lsu.edu/genbus

Information Systems & Decision Sciences
Study people, technology, organizations, and the relationships among them. ISDS professionals help firms realize maximum benefit from investment in people, technology, and business processes. It is a people-oriented field with an emphasis on service through technology. Majors must choose one of two concentrations — information technology or business intelligence.

business.lsu.edu/isds

Management
Acquire the knowledge for a career in areas such as organizational behavior, human resources, strategy, entrepreneurship, industrial/labor relations, and international management. Our Rucks Department of Management offers a bachelor’s in management or general business. Students must select a concentration either in entrepreneurship, general management, or human resource management. It also recognizes 10 seniors annually as Rucks Fellows. Selected by the faculty, these students are afforded the chance to interact with faculty and business leaders at special events and receive preferential enrollment in management courses.

business.lsu/management

Marketing
Establish a solid foundation for your career by focusing on the drivers of marketing, including the trends that cause existing and new markets to develop. A degree in marketing provides a variety of career paths including management, product development, buying, and sales. In addition, the coursework features innovative courses such as "Marketing on the Internet" and "Sports Marketing." Also, students now have the opportunity to obtain a professional sales concentration through a set of marketing courses and guided experiences designed to equip them with the practical knowledge and skill sets necessary to excel in professional selling. Companies recruiting LSU marketing majors often place special value on students who have a professional sales background, as it reduces their training time and costs.

business.lsu.edu/marketing

LSU Means Business ... but what does business mean to you?
Regardless of the goods or services a company offers, success is predicated on business principles. Your success in your chosen field will be rooted in those same principles. Your undergraduate business curriculum will provide a sound foundation in the area of your choosing. Even if you aren’t exactly sure what path you are going to take, there are plenty of options for specialization and even more options for customization. Our objective is to provide you with an education so that you will be qualified to hold a position of leadership, trust, and responsibility in your desired industry.
Overview of Master’s and PhD Degrees

Master of Business Administration

The reasons for wanting to earn an MBA are numerous, as are the options for obtaining one through us. Our Full-Time MBA, Professional MBA, Executive MBA, and Online MBA tracks offer the flexibility you need. Our program offers global experiences whether you specialize in analytics, finance, financial planning, healthcare management, human resource management, management consulting, marketing analytics, internal auditing, energy, sports business, global entrepreneurship, or create a customized curriculum. You can even earn a joint JD/MBA through the LSU Paul M. Hebert Law Center or an industrial engineering BS/MBA through the College of Engineering’s Department of Mechanical & Industrial Engineering.

mba.lsu.edu

Master of Public Administration

Since its inception more than 40 years ago, LSU’s Public Administration Institute has offered the MPA, which emphasizes management, financial, and public policy expertise. If you are a professional in the nonprofit, healthcare, or government relations industries, our National Association of Schools of Public Administration-accredited degree will provide you outstanding educational opportunities to advance your career. If you have just earned your undergraduate degree, the MPA is also the perfect way to prepare for entry into the public sector.

business.lsu.edu/mpa

Master of Science in Accounting

To sit for the CPA exam in Louisiana, you must complete 150 hours of college-level coursework, subject to specific course requirements. The MS in accounting, when combined with the BS in accounting, satisfies this requirement. The MS program will develop a higher level of understanding, skills, and leadership capabilities to enter the professional accountancy field and related business careers.

business.lsu.edu/msaccounting

Master of Science in Analytics

There is a growing demand for professionals who understand big data and have the specialized skills needed to extract actionable information from large and complex data sets. You will receive training in SAS, SQL, R, and other tools to analyze and increase return on investment, improve customer retention, reduce fraud, and improve decision making. Students with a bachelor’s or master’s in business, engineering, economics, statistics, mathematics, and the sciences will benefit most from this degree.

business.lsu.edu/msanalytics

Master of Science in Economics

With local, national, and international markets constantly in flux, various agencies rely upon consultants to instruct them when a change in economic policy is required. Whether your intention is microeconomics or macroeconomics, here you’ll develop your specialization in the area that you are interested in studying.

business.lsu.edu/mseconomics

Master of Science in Finance

Being a Chartered Financial Analyst® program partner, most of our students sit for the CFA Level-I Exam. Our program is also a Certified Financial Planner partner. Combined with other elements, you will be provided with the analytical and communicative skills necessary for effective financial decision making through the application of financial theory and quantitative techniques in a curriculum centered around investments, corporate finance, and financial markets and institutions.

business.lsu.edu/msfinance

PhD Programs

The E. J. Ourso College is committed to supporting PhD students in their quest to enter the world of academia or research positions in government and industry and offers doctoral programs in accounting, economics, and business administration. Business administration PhD students can concentrate in finance, information systems & decision sciences, marketing, or management.

Designed to be year-round programs of study for full-time students, our PhD programs consist of two or three years of extensive academic coursework in your chosen discipline, supporting disciplines, research methods, and a comprehensive examination. Following that, you will design and complete your doctoral dissertation, which usually takes 12-18 months.

business.lsu.edu/phd

There are many reasons you may want to earn your advanced degree. Obtaining a master’s in your chosen field carries with it the promise of enhancing your knowledge and, in turn, increasing your earning power. A better you means better job opportunities, and separating yourself from your peers is always beneficial. We offer master’s in six key areas — accounting, analytics, business administration, economics, finance, and public administration. You can also take advantage of partnerships with the LSU Paul M. Hebert Law School and earn a joint JD/MBA, JD/MPA, or JD/MS Finance.
Flores MBA Program

Full-time

The LSU Full-Time Flores MBA Program is designed for young professionals, new in their career or looking to start a new career. These students are not permitted to work full-time while they are taking classes, but most of them are supported through 20-hour/week graduate assistantships or through local part-time professional employment. This program is ranked nationally and internationally and incorporates top professional development and leadership opportunities to maximize students’ placement potential.

Specializations: analytics, finance, financial planning, healthcare management, human resource management, management consulting, marketing analytics, internal auditing, energy, sports business, global entrepreneurship, or create a customized curriculum.

Executive

The Executive Flores MBA Program is designed for working professionals who would like to earn their MBA while continuing their current employment. Each class of students progresses through the curriculum together and are encouraged to learn from each other through traditional academic work and shared experiences.

The executive MBA format is intended for the working professional with a minimum of eight years of business experience. The program constitutes 17 months of study over two academic years. Classes are held on alternate Fridays and Saturdays.

The 42-hour core curriculum consists of 14 courses covering all major business fields and three elective courses, which cover special topics of interest. The elective courses are selected with the interests of the current class of students in mind. Recent elective classes have included business planning, negotiations, and advanced topics in management and leadership. The EMBA program concludes with an international experience, which reflects the global perspective integral to the entire curriculum.

Online

The Online Flores MBA Program is designed for professionals with at least three years of work experience. Recognized by some of the world’s most influential business thought leaders, this program helps students hone the leadership, management, and critical analysis skills to set themselves apart in any industry. The program consists of 14 courses. Each course is seven weeks long.

Professional

The Professional Flores MBA Program generally attracts professionals early in their career who are seeking career advancement opportunity and who require advanced business knowledge and skills to make themselves more competitive in their marketplace. The PMBA format consists of applicants from diverse industries and roles all around the greater Baton Rouge area.

The 42-credit hour core curriculum assures the student an in-depth understanding of all core business areas and includes three elective courses that cover special topics of interest. The elective courses are selected with the interests of the current class of students in mind. Recent elective classes have included business planning, negotiations, and advanced topics in management and leadership. The PMBA track, unlike the EMBA track, contains no international residency component but is available to students who desire to participate.

Dual Degree Options

JD/MBA

The JD/MBA dual degree program is designed for students who intend to earn both a juris doctor degree and an MBA concurrently. Degrees are offered through LSU’s Paul M. Hebert Law Center and the E. J. Ourso College of Business. Students earn overlapping credit hours and complete both degrees in four years versus completing them separately in five years (three years for a JD and two for an MBA). Students interested in pursuing this option need to apply to both schools separately and adhere to the requirements for both programs.

IE/MBA

The IE/MBA dual degree program provides highly capable industrial engineering students an option to complete both a BSIE degree and MBA degree in five years. This would normally take six or more years to complete. Students participating in the program will be required to complete 162 total course credit hours, with 125 credits toward the BS in industrial engineering, 52 credits for the MBA, and 18 credits to correspond between the two disciplines. To be considered for the program, students must take the GMAT or GRE during their junior year in the LSU Industrial Engineering program and apply for admission to the LSU Flores MBA Program with a minimum requirement of a 3.0 overall GPA and score of 600 on the GMAT or 314 on the GRE.
Public Administration Institute

The Public Administration Institute (PAI) provides outstanding educational opportunities through its Master of Public Administration (MPA) degree program. The MPA program is designed for individuals seeking management careers in public service and is aligned to meet the needs of both those who have recently completed their undergraduate studies and experienced professionals seeking to advance their careers. Graduates of the MPA program have gone on to successful careers in the public, private and nonprofit employment sectors and have accepted positions both nationally and internationally. Among many varied accomplishments, recent graduates have secured professional positions with the U.S. federal government’s Presidential Management Fellows Program, the Louisiana House of Representatives, the Louisiana Public Service Commission, and the Public Affairs Research Council of Louisiana.

PAI offers:

• **Master of Public Administration (MPA)** — A 45-hour degree program which emphasizes management, financial, and public policy expertise for those leading public agencies; nonprofits and healthcare organizations; federal, state, and local governments; and for-profit organizations that interact with governmental agencies.

• **JD/MPA** — Designed for students who intend to earn both a Juris Doctor and a Master of Public Administration, concurrently. The degree is offered through the LSU Paul M. Hebert Law Center and the E. J. Ourso College of Business. Students may take the first year in the MPA program and the second year in the LSU Law Center, or vice versa. They will work with faculty to plan a schedule permitting them to graduate the joint program in four years.

Another component of PAI is the Public Administration Institute Student Association (PAISA), a professional student organization for MPA students. PAISA provides professional development, career counseling and social activities for MPA students, and regularly organizes networking events where MPA students and alumni can interact with senior level public administrators and political leaders. The overall goal of PAISA is to enhance the learning environment for all MPA students and provide critical information regarding career opportunities in the field of public administration.

PAI is also home to a chapter of Pi Alpha Alpha (PAA), the global honor society for public affairs and administration. With more than 160 chapters worldwide, the purpose of PAA is to encourage and recognize outstanding scholarship and accomplishment in public affairs and administration. Its objectives, such as fostering integrity, professionalism, and effective performance, ultimately promote the advancement of quality in the education and practice of the art and science of public affairs and administration. MPA students demonstrating outstanding academic achievement are eligible for induction into Pi Alpha Alpha.

**POINTS OF PRIDE**

> Jasmeane Brock was named a finalist for the 2015 Presidential Management Fellows program.

> Professor James Richardson is part of a group of economists working on a project called the Louisiana Tax Study, an examination of the state’s taxing structure. The project has received attention from numerous national media outlets.

> The Master of Public Administration program has been ranked in the top 25 for consecutive years by Eduniversal in its annual Best Master’s rankings.

> The Master of Public Administration program is fully accredited by the Network of Schools of Public Policy, Affairs, and Administration.

> The PAI welcomes distinguished speakers during the academic year. Most recently, students had the opportunity to hear from and have lunch with Louisiana Lieutenant Governor Jay Dardenne and Louisiana Treasurer John Kennedy.

> U.S. News & World Report ranked the PAI program 52nd in the nation among public institutions.
Continuing Education

The Fraud and Forensic Accounting Conference

Fraud and Forensic Accounting Conference is an annual event hosted by the Department of Accounting and features speakers from around the country. Topics discussed include fraud across various industries, such as energy and healthcare; red flags in investment fraud; what auditors look for in investigating fraud; and using technology to catch fraud. The conference is designed especially for certified public accountants, certified fraud examiners, certified internal auditors, forensic accountants, governmental accountants, attorneys, and other accounting and auditing professionals or educators.

LSU Tax Seminar

The Department of Accounting hosts the LSU Tax Seminar, an annual two-day seminar in which attendees discuss and are educated on the latest issues in the industry. Past topics have included education on the latest in federal tax developments, pending legislation on tax laws, and navigating the Affordable Care Act.

POI N T S O F  P R I D E

The Accounting Den is an online networking site that allows members the unique opportunity to connect with organizations with a stake in the accounting field and a shared fervor for LSU. It also allows employers access to accounting students who are given an avenue to pursue open positions exclusive to them.

The department holds an annual awards banquet to recognize the achievements of its students and faculty. Thousands of dollars in scholarships are presented to students at the event.

Out of the 40 largest accounting programs, LSU accounting graduates who earned a bachelor's and master's in accounting were ranked eighth nationally for their results on the 2014 Uniform Certified Public Accountant Examination.

Master of Science in Accounting graduate Robert Truelson was singled out as “The Next Generation of Internal Audit” by The Institute of Internal Auditors.

The Master of Science in Accounting program offers a study abroad experience over spring break. In the last three years, students have traveled to Brazil and Nicaragua to study international accounting and auditing while visiting domestic and international companies.

Accounting

Accounting, the language of business, defines transactions so they can be used to describe business activities. Learning the language allows an individual to communicate and understand the financial operations of any and all types of organizations. To help with learning this language is the Department of Accounting faculty, who publish articles in top academic and professional journals, write textbooks and trade books, and are active participants in the accounting profession.

Possible Careers: public accounting including assurance and tax, corporate accounting, information systems, government accounting and auditing

LSU’s Department of Accounting offers:

• Bachelor of Science in Accounting — A 120-hour program that trains students to show proficiency in accounting technology, demonstrate research skills, defend proposed solutions to accounting problems, and improve communication skills.
• Master of Science in Accounting — A 30-hour program that, when added to the bachelor’s, satisfies the requirements to sit for the CPA exam. Students in the master’s program have the opportunity to select electives in several areas of interest, including tax, financial reporting and assurance, forensic accounting, and internal audit.
• PhD in Accounting — A capital market-based curriculum with intensive study in economics and finance that is designed to prepare students for positions in academia.

Undergraduate students can minor in energy, entrepreneurship, information technology management, and personal investing. Undergraduate and master’s students may also specialize in internal auditing.

Students can participate in various organizations and activities, including:

• Beta Alpha Psi — The primary objective of this honorary organization for financial information students and professionals is to encourage and give recognition to scholastic and professional excellence in the business information field.
• National Association of Black Accountants — This organization was founded in 1969 by nine African-American professionals who were concerned with the limited participation of minorities in the accounting profession. NABA is dedicated to uniting accountants and other business professionals, as well as accounting and business students, who are committed to professional and academic excellence.
• Based on a student’s interest, organizations such as college-wide Delta Sigma Pi and Alpha Kappa Psi are available, as well as special interest organizations such as the Association of Technology Professionals, the Collegiate Entrepreneurs’ Organization, Student Financial Planning Association, or Internal Audit Club.
Economics is the study of how people make choices. It examines these choices and provides a way of understanding how to make the best use of natural resources, machinery, and work efforts. Through economics, the trade-offs between various goals and the anticipation of event outcomes are made more feasible. Training received in the undergraduate program enables one to analyze complex economic problems, think critically about a variety of issues, learn beyond the confines of the classroom, and be adaptable to the ever-changing demands of the workplace. Employers view these traits as essential.

Possible Careers: economic advising and consulting, industry & market analysis, forecasting, research, teaching, all general business fields

LSU’s Department of Economics offers:

- **Bachelor of Science in Economics** — The BS in economics is designed to provide, within the overall context of studies in business administration, a solid foundation in economic analysis. Accounting, finance, marketing, and information systems & decision science courses are integral parts of this program and provide a specific business orientation, in addition to the subject matter of basic economics.

- **Bachelor of Science in International Trade & Finance** — The BS in international trade and finance provides an orientation toward international studies, along with a foundation in economic analysis and finance.

- **Bachelor of Arts in Economics** — The BA in economics, offered to students in the College of Humanities & Social Sciences, is designed to provide, within the overall context of a liberal arts education, a solid foundation in economic analysis. Foreign languages, math, and additional courses in literature and the social sciences are integral parts of this program and provide a broad-based education, in addition to the subject matter of basic economics.

- **Empirical Economic Analysis Concentration** — An empirical economic analysis concentration is available to BS and BA majors in economics and ITF majors. The concentration provides majors with skills in analyzing business and economic data to solve real-world problems.

- **Master of Science in Economics** — A 30-hour program designed to provide the training necessary for careers in government and business.

- **PhD in Economics** — This program is designed to train economists capable of adding to the knowledge of economics, doing independent research, and teaching at college or university levels.

- **Graduate Certificate in Econometrics** — The graduate certificate in econometrics is awarded to students, both traditional and non-traditional, who complete the four graduate econometrics courses with at least a 3.0 GPA. It recognizes students who have enhanced their education with technical skills valued in academia, government, and industry.

Undergraduate students can minor in energy, entrepreneurship, information technology management, and personal investing. Undergraduate and masters students may also specialize in internal auditing.

Students can participate in various organizations and activities, including:

- **Economics and ITF Club** — The LSU Economics and ITF Club is open to students of all majors. Students pursuing degrees in economics or international trade and finance will find the club to be an extra source of academic stimulation, and those pursuing other degrees will gain a valuable economic view of the world. Meetings feature guest speakers discussing economics-related topics, including game theory, applied economics, and how an economics degree performs in today’s workforce.

- **Omicron Delta Epsilon** — This international honor society’s primary objectives are the recognition of scholastic attainment and honoring outstanding achievements in economics. Established in 1915, the organization offers a number of fellowships and presents various awards annually.

Based on a student’s interest, organizations such as college-wide Delta Sigma Pi and Alpha Kappa Psi are available, as well as special interest organizations such as the Collegiate Entrepreneurs’ Organization, Student Financial Planning Association, Internal Audit Club, or the Energy Club.

Andree Comeaux, an LSU Economics senior, was named to the Tiger Twelve, an honor awarded by the Office of the Dean of Students to full-time students who have a GPA of at least 2.5 and have exemplified the seven basic principles outlined in the LSU Commitment to Community.

The Department of Economics is home to the Journal of Labor Research, which is edited within the department.

Assistant Professor of Economics Louis-Phillipe Beland was featured in TIME, and various publications and media outlets, for his research on how the presence of mobile phones in schools impacts student achievement.

Laust Helmig, an economics alumnus, was the 19th and most recent alumnus to be awarded the Institute of Internal Auditors’ Glenn E. Sumners Student Highest Achievement Award.

The LSU Division of Economic Development

The Department of Economics also houses the LSU Division of Economic Development. The DED works with a variety of state agencies and researches economic impact studies, program evaluations, forecasts, and the impact of potential policies. It also annually produces the Louisiana Economic Outlook, which analyzes the state’s economy and that of major metropolitan areas to forecast the state’s employment for the next two years.
Finance

Finance is the study of how individuals, businesses, and organizations acquire and utilize capital (i.e., money). Two basic elements of finance include the tradeoff between expected returns and risk and the importance of timing of future cash flows.

As a partner of the CFA (Chartered Financial Analyst) and CFP® (Certified Financial Planner) programs, the Department of Finance prepares students for careers in investments through coursework and helps them develop knowledge in studies related to real estate, risk management, insurance, and business law.

Possible Careers: financial analysis, commercial banking, asset management, investment banking, private banking, securities analysis, management consulting, risk management, equity research, internal audit, real estate, wealth management.

LSU’s Department of Finance offers:

- **Bachelor of Science in Finance** — A 120-hour program with several objectives for students, including obtaining a broad functional knowledge of basic theory and practice of finance, demonstrating effective skills in written and oral communication and in teamwork, and understanding and applying various measures to evaluate portfolio performance, among others.
- **Personal Investing Minor** — Non-finance majors who want to study personal money management can earn a minor in personal investing. This minor is designed to equip students with personal money management skills; knowledge essential for investing in stocks, bonds, and other assets; and terminology for understanding major issues in insurance, banking, and real estate.
- **Master of Science in Finance** — A 36-hour program of non-thesis coursework that is intended to be a full-time, three-semester program.
- **Accelerated Master of Science in Finance** — An accelerated program, allowing students to accumulate graduate credit while still pursuing an undergraduate degree in finance and earn both in four or four-and-a-half years, is also available.
- **JD/MS in Finance** — Students may pursue a JD/CL-MS in finance, offered concurrently with the LSU Paul M. Hebert Law Center.
- **PhD in Finance** — A curriculum that teaches students how to critically analyze the extant literature and empirical evidence of the theory of finance to devise and execute new research and demonstrate functional knowledge of finance through effective teaching.
- **Financial Planning Specialization** — LSU undergraduates and Flores MBA students with an interest in finance should consider specializing in financial planning. The courses selected to make up the specialization provide students the knowledge necessary to work in careers such as banks and trust companies, traditional brokerage houses, insurance businesses, and financial planning firms. This specialization is also a perfect starting point for obtaining the education needed to work in the financial planning profession.

Undergraduate students majoring in finance can minor in energy, entrepreneurship, and information technology management. Undergraduate and master’s students can also specialize in internal auditing.

Students can participate in various organizations and activities, including:

- **Student Finance Association** — The SFA strives to recruit dedicated, active members with a strong interest in the various fields of finance. Every year, a group of SFA members travel to New York City to tour Wall Street and visit prominent firms and investment banks.
- **Student Real Estate Association** — The SREA seeks to increase the awareness of the numerous business opportunities in the real estate industry by having influential professionals from the Baton Rouge area share their insights on the profession.
- **Master’s Student Finance Association** — The MSFA is an organization concentrated on educating finance majors by bringing in professional speakers, opening doors to various internship/career opportunities, and participating in outside activities, such as the annual trip to New York City and community service around the Baton Rouge area.
- **Student Financial Planning Association** — The SFPA is open to CFP program students and students interested in financial planning.

Students in finance can take advantage of innovative, challenging, high-quality learning experiences, including the Securities Markets Analysis Research & Trading (SMART) Lab. The SMART Lab features software such as Bloomberg, FactSet, and ARGUS that allows students to research financial markets and firms. The SMART Lab is also the home of the Tiger Fund, LSU’s Student Managed Investment Fund.

Under the Department of Finance, the Real Estate Research Institute studies trends in the Louisiana real estate market for the benefit of growth and development throughout the state. Students have access to ARGUS software and the opportunity to become certified on this vital real estate standard to gain valuable skills and credibility in the industry prior to graduation. Additionally, students can join the Student Real Estate Association, which aims to provide connectivity, education, and guidance to those interested in the industry.
Decision Sciences & Decision Sciences

Information Systems & Decision Sciences (ISDS) is the study of people, technology, organizations, and the relationships among them. ISDS professionals help firms realize maximum benefit from investment in people, technology, and business processes. ISDS is a people-oriented field with an emphasis on service through technology.

Possible Careers: corporate IT, business intelligence and analytics, business and technology consulting, entrepreneurial ventures

LSU’s ISDS Department offers:

• Bachelor of Science in ISDS — A 120-hour program that deals with the analysis, design, and implementation of systems to support the operations and management functions of an organization. Students may specialize in accounting, economics, finance, management, marketing, or ISDS. Students prepare for careers in corporate settings, small- and medium-sized enterprises or entrepreneurial ventures, across all industries.

• Information Technology Concentration — Educates students on the IT functions, roles, and skills that are essential to support all size organizations across all industries.

• Business Intelligence Concentration — Provides problem-solving, business intelligence, and analytic skills; education on evaluating “big data” and how to extract actionable information; and the ability to understand analytics across all industries.

• Information Technology Minor — Non-ISDS majors can earn this minor by completing 21 hours from a selection of courses and three additional hours to be chosen from an approved ISDS-elective course at the 3000 level or above.

• Master of Science in Analytics — An intensive 36-credit-hour program that is completed in 12 months. It emphasizes the use of state-of-the-art software tools to resolve real problems.

• Part-Time Master of Science in Analytics — A part-time, evening, 36-hour credit program that is designed to serve the local business community and help business, engineering, and science professionals transition into more advanced analyst and intelligence positions. The program may be completed within three years.

• PhD in ISDS — A curriculum designed to develop trained professionals who are qualified to instruct in a university environment and who are capable of conducting scholarly research. Areas of concentration include information systems, operations management, and business analytics.

• MBA Analytics Specialization — This nine-credit specialization is designed for MBA students and would complement any other MBA specialization, such as finance, accounting, internal audit, or consulting.

Undergraduate majors can minor in energy, entrepreneurship, and personal investing. Undergraduate and master’s students may also specialize in internal auditing.

Students can participate in various organizations and activities, including:

AITP — The Association of Information Technology Professionals is the leading worldwide society of information technology business professionals and the community of knowledge for the current and next generation of leaders.

BAS — The Business Analytics Society’s purpose is to improve the overall educational experience of students in the Master of Science in Analytics program. In addition, it promotes research initiatives from students and attendance at professional conferences. It also provides a social setting to welcome incoming graduate students to LSU.

Based on a student’s interest, organizations such as college-wide Delta Sigma Pi and Kappa Alpha Psi are available, as well as special interest organizations such as the Collegiate Entrepreneurs’ Organization, Student Financial Planning Association, Energy Club, or Internal Audit Club.

Digital Data Streams (DDS) Research Group

The Digital Data Streams Lab is one area receiving attention globally that focuses on understanding the effects of the computer-mediation of everyday activities and the recent proliferation of real-time digital data streams. The group’s ongoing research projects range from the application of persuasive technology to the creation and appropriation of economic value using DDS.

Highway Safety Research Group

The Highway Safety Research Group collects, maintains, analyzes, and distributes crash data captured from law enforcement and other agencies throughout the state of Louisiana. This data is used to perform research studies and produce an annual fact book. These publications are then used by decision makers in setting policies, projects, and programs to improve the safety of our state’s roadways.

It is developed the LACRASH program, used to capture electronic crash reporting information in an accurate and timely manner.
Management is the process of getting activities completed efficiently and effectively with, and through, other people. Planning, organizing, staffing, directing, coordinating, reporting, and budgeting are all key factors and aspects of the overall function of an organization’s management. The Rucks Department of Management creates and disseminates knowledge about how managers leverage resources — especially human resources — to achieve organizational goals.

Possible Careers: organizational behavior, human resources, strategy, entrepreneurship, industrial/ labor relations, international management

The Rucks Department of Management offers:

• Bachelor of Science in Management — A 120-hour program that focuses on training students to evaluate a firm’s competitive environment, evaluate a firm’s resources and capabilities, identify important managerial issues, address issues of implementation, and effectively communicate managerial issues and arguments.

• Entrepreneurship Concentration — The entrepreneurship concentration offers hands-on experience and coursework in launching a business by professors who have been successful entrepreneurs. Coursework is designed to develop entrepreneurial thinking and skills with courses like Innovation & Creativity and Small Business Management.

• General Management Concentration — The general management concentration consists of 15 hours, nine of which are elective. It allows students the flexibility to choose from a range of classes for preparation as a true generalist or to tailor their management degree to fit their career goals.

• Human Resource Management Concentration — The human resource management concentration requires students take nine hours of advanced HR-focused classes, which can include employee selection and placement, compensation administration and legal issues in HRM, plus six hours of electives. HR concentration requirements are aligned with the Society for Human Resource Management’s Curriculum Guidelines.

• Bachelor of Science in General Business — General business allows students to build a curriculum around one of more than 100 possible minors in and outside of the E. J. Ourso College of Business. This curriculum allows students to turn their passion into their degree, as they select a minor and classes that make sense for their personal career goals.

• Entrepreneurship Minor — To graduate with an entrepreneurship minor, students must complete 18 hours consisting of the following courses: MGT 2000, MGT 3111, MGT 4113, and nine additional hours to be chosen from: MGT 4120, MGT 4114, or department-approved electives. Students must have a 2.0 GPA in the courses used to satisfy the minor. At least nine semester hours must be taken on this campus, and of the nine hours, at least three must be at the 3000 or 4000 level. The entrepreneurship minor is not available to students majoring in management with an entrepreneurship concentration.

• PhD in Management — A curriculum that teaches students to master the content of management theory and the content of management research methodology, conduct management research, communicate management research results in writing and in presentations, and teach undergraduate management courses.

Undergraduate students can minor in energy, entrepreneurship, information technology management, and personal investing. Undergraduates may also specialize in internal auditing.

Students can participate in various organizations and activities, including:

• Society for Human Resource Management — SHRM is the world’s largest association devoted to human resource management. The society serves the needs of HR professionals and advances the interests of the profession. As a student, if you are looking for internships, networking opportunities, and a better understanding of the impact human resources has on our lives, membership in SHRM is a no-brainer.

• Collegiate Entrepreneurs Organization — CEO is the premier entrepreneurship network with chapters on university campuses across North America and beyond. Its vision is to serve more than 400 colleges and universities helping students achieve their entrepreneurial dreams and goals. CEO provides student entrepreneurs with opportunities, events, chapter activities, and conferences to help start businesses.

Based on a student’s interest, organizations such as college-wide Delta Sigma Pi and Kappa Alpha Psi are available, as well as special interest organizations such as the Student Financial Planning Association, Energy Club, or Internal Audit Club.

Rucks Fellows — Ten students are recognized each year as Rucks Fellows. Selected by the faculty, the Rucks Fellows represent the highest level of academic achievement among senior management majors. To enrich their development as future business leaders, these students receive opportunities not available to others, including the chance to interact with faculty and business leaders at special events, preferential enrollment in management courses, recognition during graduation, and the right to identify themselves as Rucks Fellows.

To qualify for recognition as a Rucks Fellow, a senior management major in any of the department’s concentrations — management, entrepreneurship, or human resources — must have a GPA in the top 10 of all graduating seniors in the management curriculum. These students are identified early in fall semesters, usually in September.

LSU’s undergraduate degree in human resources has been ranked in “The Top 25 Bachelor’s in Human Resources Degrees” by Human Resources MBA.
Marketing

Marketing is an organizational function and a set of processes that perform customer needs analysis, executes product/services design, devises branding strategy, establishes pricing, accomplishes promotion, and creates a distribution system while maintaining a competitive advantage. The Department of Marketing educates and prepares students for each of these functions by stressing “hands-on” learning in their courses, which utilize real-world or simulated real-world projects.

Possible Careers: advertising, brand/product management, planning/research, retailing, sales/management

LSU’s Department of Marketing offers:

- **Bachelor of Science in Marketing** — A 120-hour program that focuses on training students to demonstrate an understanding of market segmentation and targeting, consumer behavior, marketing research and ethical considerations in marketing, relationship management, strategic planning, and global marketing.

- **Professional Sales Concentration** — The professional sales concentration is a set of marketing courses and guided experiences designed to equip students with practical knowledge and skill sets necessary to excel in the dynamic domain of professional selling. Specifically, students in the professional sales concentration take courses in professional sales fundamentals and sales management. Students then engage in either a professional sales practicum or a professional sales internship, which are designed to give them experience while working in sales positions guided by a professional practitioner and overseen by a faculty member.

- **MBA Specialization in Marketing Analytics** — Marketing today is undergoing a fundamental shift — moving from a product-focused orientation (the brand manager) to a customer-centric approach (the customer experience manager). Analytics are now applied to every aspect of marketing. Delve deeper into this aspect of marketing with this MBA specialization.

- **PhD in Marketing** — A curriculum that teaches students to have command of major theoretical and conceptual issues identified in marketing seminars, topic literature search and synthesis, design and execution of academic marketing research, execution of academic marketing research projects, and writing a cogent paper on this topic.

Undergraduate students can minor in energy, entrepreneurship, information technology management, and personal investing. Undergraduates may also specialize in internal auditing.

Students can participate in various organizations and activities, including:

**Join Pi Sigma Epsilon**

Pi Sigma Epsilon is the only co-ed nationally recognized professional organization in marketing, sales, and management. Established in 1952, PSE gives students opportunities to gain real-world experience in the business profession. LSU’s Beta Xi chapter was awarded the 2015 Top Silver Chapter by PSE.

Based on a student’s interest, organizations such as college-wide Delta Sigma Pi and Kappa Alpha Psi are available, as well as special interest organizations such as the Collegiate Entrepreneurs’ Organization, Energy Club, Student Financial Planning Association, or Internal Audit Club.

Behavioral Research Lab

The Behavioral Research Lab allows students and faculty the space and technology to conduct state-of-the-art marketing research.

LSU Professional Sales Institute

The LSU Professional Sales Institute, under the Department of Marketing, is a partnership between LSU and industry dedicated to the discovery and dissemination of sales knowledge and the development of professional sales leaders. In 2015, it was named one of the 2015 top professional sales programs by the Sales Education Foundation.

> **The PSI Sales Team** was founded in 2010 and participates in numerous collegiate sales competitions hosted at universities across the country. These events often attract major corporations interested in discussing internship and full-time employment opportunities.

> **Dan Rice,** an assistant professor in the Department of Marketing, was awarded a Board of Regents Traditional and Undergraduate Enhancement Fund grant for $158,000. Rice’s grant is titled “Louisiana State University College of Business Research Lab Mobility and Measurement Enhancement.” Assistant Professor Andrew Kuo of the Department of Marketing and Associate Professor Andrew Schwarz of the Department of Information Systems & Decision Sciences served as co-investigators.

> **Houston Howell,** an LSU Entrepreneurship Fellow and marketing major in the E. J. Ourso College of Business, interned as a business development associate for LED manufacturer, HitLights. Howell, who graduated in May of 2015, gained crucial insights into how small businesses are run.
The mission of the Stephenson Entrepreneurship Institute is to promote and foster entrepreneurial practices through education, outreach, and research. It works to inspire, innovate, integrate, and implement new ways of thinking and positively impact students, the regional economy, the state of Louisiana, and the nation.

SEI collaborates closely with its partner, the Louisiana Business & Technology Center, to assist in economic development and small business development-related endeavors. It offers a number of programs and events designed to promote innovative approaches to identifying needs and solving problems through an entrepreneurial view of opportunity, recognition, and realization.

- Certified Louisiana Economic Developer Program — Open enrollment program designed for economic development professionals. Courses are tailored to the state of Louisiana and may be taken independently or as part of the certification track.
- Entrepreneurship Bootcamp for Veterans With Disabilities — National consortium that is dedicated to teaching veterans the entrepreneurial skills they need to start their own businesses.
- Entrepreneurship Fellows Program — The multidisciplinary program is a yearlong work/study program designed to encourage business and entrepreneurial practices in a select group of students. The program provides students with the opportunity to network with and be mentored by top entrepreneurs, thereby giving these students an extra edge upon graduation.
- The LSU 100: Fastest Growing Tiger Businesses — Identifies, recognizes, and celebrates the 100 fastest growing Tiger-owned or Tiger-led businesses in the world and provides a forum to pass lessons to the next generation of LSU entrepreneurs.

Educational Offerings

The Rucks Department of Management offers a minor in entrepreneurship, which is available to any LSU student except management students with an entrepreneurship concentration. Flores MBA students can earn a specialization in global entrepreneurship as well.

Student Organizations

Collegiate Entrepreneurs Organization (CEO) is the premier entrepreneurship network with chapters on university campuses across North America and beyond. Its vision is to serve more than 400 colleges and universities helping students achieve their entrepreneurial dreams and goals. CEO provides student entrepreneurs with opportunities, events, chapter activities, and conferences to help start businesses.

LSU Executive Education offers innovative non-degree, non-credit learning opportunities for almost every stage of a professional's career.

To compete in the world’s knowledge-based economy, organizations must offer their employees increasing challenges, experiences, and unique growth opportunities. Through collaboration between the university and the business community, LSU Executive Education offers creative learning experiences that are focused on the most pressing needs of the business community and its most important resource — people.

Professional Leadership Development Programs

- Executive Development Program — Designed for senior-level professionals who typically have five or more years of work experience and who lead one or more functional areas within the organization. This 10-day program infuses cutting-edge learning techniques and business topics to prepare professionals for the top levels of leadership within their companies.
- Rising Stars Program — Designed to groom emerging leaders who typically have at least one to five years of work experience or who are heads of business projects. The program focuses on leadership growth, advancement, and success. This three-day program can serve as a stepping stone to the Executive Development Program.
- WorkBoat Strategic Maritime Leadership Development Program — A 12-month program designed for individuals in the mid-to-upper career levels within maritime industry organizations. This in-depth, highly personalized program is focused on the core attributes of strategic thinking, planning, and execution.

LSU Executive Education also offers a number of certificate programs, custom courses, consulting, retreats, employee and leadership assessment tools, and workshops.
In 1985, the Institute of Internal Auditors (IIA) designated LSU as its pilot school, making it the first university-based internal auditing training program in the world. Over time, it grew into the LSU Center for Internal Auditing and the premier program of its kind. LSU was the first university to obtain “Center for Internal Auditing Excellence” status, the highest level of participation in the Internal Auditing Education Partnership (IAEP) program.

The LSUCIA program is available to any LSU student in any major and provides training to undergraduate and graduate students on developing an understanding about the internal auditing profession. Typically, graduates spend two to three years at an organization, corporation, etc. before moving into a different role with the company, such as corporate finance, IT governance, accounting controls, ethics and compliance, product brand manager, and the list goes on. Consequently, internal auditors make ideal candidates for management roles, as they have visibility on business processes from start to finish and form relationships across the company.

In short, internal auditors serve as independent, objective consultants and help improve an organization's operations by evaluating and improving the effectiveness of internal controls, risk management, and governance processes.

Specialization — any LSU major can specialize in internal auditing

Students must take a minimum of three to four internal auditing courses to be considered as qualifying for the specialization in internal auditing. Several departments have differing course requirements for the specialization. Students should consult with their departments for specifics. The program begins in January and ends in December.

An optional, yet highly recommended, internship program is part of the curricula. Each summer, 100-150 students work on internal audit staffs in New York City, Chicago, Atlanta, Dallas, Washington, Memphis, Houston, New Orleans, Baton Rouge, etc. A few involve international travel. In all, since 1985, LSUCIA has placed more than 2,300 students in internships.

There are also opportunities for networking within LSUCIA’s program. Practitioners from major companies typically visit each week during the fall and spring semesters to share real-world experiences and discuss best practices in internal auditing and corporate governance. In fact, more than 100 practitioners from approximately 70 organizations visit with LSUCIA students each year.

Placement and Certification

LSUCIA alumni are provided career placement assistance as students and throughout their professional careers. LSUCIA also provides valuable preparation for the Certified Internal Auditors (CIA) exam given by the Institute of Internal Auditors. Professional certification significantly enhances marketability and provides a head start on career development. Hundreds of students who complete the LSUCIA program have earned their certifications, including 19 who have won either the Glenn E. Sumners Award or the William Smith Award for the highest student score internationally on the CIA Exam.

Student Organizations

- **IIA Student Chapter** — LSUCIA students join the Institute of Internal Auditors and are student members of the IIA Baton Rouge Chapter. They are required to attend three meetings per year of the local chapter.
- **Certification Clubs** — These clubs were created in 2014 to recognize students that pass a certification exam. Multiple certifications are the norm for internal auditors, and the best time to start the certification process is while an individual is still in school. Since there is overlap between the CIA exam and several others, LSUCIA provides a springboard for the second, third, fourth, and fifth certification.
- **International Club** — The International Club was created to welcome all international students and ensure their integration into the LSUCIA program. It also provides a platform to encourage the importance of certification and assist international students in internship and job placement.

In 2015, LSUCIA celebrated 30 years of internal audit education at the university.

Nineteen students from LSU’s program have scored highest on the international student CIA exam, and six have won the prestigious Esther R. Sawyer Research Award given by the Institute of Internal Auditors. The most recent winners were, respectively, Laust Helmsg and Andrew Carmichael — both in 2014.

Many universities around the world use LSU’s internal auditing program as a model for their own.

LSUCIA’s program was the first at a university to obtain “Center for Internal Auditing Excellence” status, the highest level of participation in the Internal Auditing Education Partnership (IAEP) program.

Robert Truelson, a 2014 graduate of the E. J. Ourso College of Business, and Janée Latrice Porter, a general business major with a specialization in internal audit and a minor in dance, were named “The Next Generation of Internal Audit” by The Institute of Internal Auditors.
Ourso Experience

Jumping into Business

Jumping Into Business is a three-day event hosted by the Business College Council, Alpha Kappa Psi, and Pi Sigma Epsilon, along with other student organizations in the college, featuring a wealth of activities and events for students of the E. J. Ourso College of Business.

In addition to a food drive for the LSU Food Pantry, students have the opportunity to visit with business-related student organizations and learn more about them, as well as visit with recruiters in the Rapid Resumé Review.

Shell Etiquette Dinner

Undergraduate and graduate students are invited each year to attend the Shell Etiquette Dinner, which is hosted by the Business College Council’s Business President’s Cabinet. At the event, students sit with and learn from Dean’s Advisory Council members, who are accomplished professionals in their respective fields. They also learn proper dining and job interview etiquette from an etiquette expert certified by the Protocol School of Washington.

Speakers

Throughout the academic year, students have the opportunity to hear from professionals; executives; local, state, and national leaders; alumni; etc. from various professions and gain valuable insight into industry and the current job market.

On any given day, a student might be visited in his or her class by a speaker like Louisiana State Treasurer John Kennedy to discuss the economy and the politics of balancing a budget. The next week it could be an executive like Justin Connolly, senior vice president of ESPN and leader of the SEC and Longhorn Networks, speaking in your management class. Alumni like Matt McCarroll — founder, president, and CEO of Fieldwood Energy LLC — and Jim Flores — namesake of the LSU Flores MBA Program and vice chairman and CEO of Freeport-McMoRan — come back to the E. J. Ourso College to talk about their time here and how it has helped them in their current careers.

The E. J. Ourso College and its faculty work to incorporate industry leaders from the business world into their curricula, thereby giving students a more complete vision of the professional world they will one day be a part of.

An example of this is the Master of Science in Analytics Speaker Series, which takes place during the academic year and features sessions on specific topics in analytics, healthcare, hospitality and entertainment, energy, and government and nonprofit sectors. Students and members of the public interested in an analytics or data-driven profession hear from and have questions answered by analytics professionals from around Louisiana. The sessions are free of charge.

Regardless of your area of interest, there are a variety of opportunities at the E. J. Ourso College to expand your horizons and knowledge base.

College-Wide Student Organizations

Alpha Kappa Psi — AKP is a college-wide organization recognized as the oldest, largest, and most prestigious professional business fraternity in the country. For more than a century, it has nurtured excellence in the classroom, community, and throughout corporate America. Members are given the opportunity to learn about career possibilities in Louisiana and around the nation, and have access to local, regional, and national networking opportunities.

Beta Gamma Sigma — BGS is the international honor society serving business programs accredited by AACSB International, the Association to Advance Collegiate Schools of Business. Membership in BGS is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

Business College Council — The BCC exists for the purpose of providing the college with views, ideas, and values of students, while at the same time advancing and enhancing the college experience for business students. The purpose and goals of the council are to improve students’ awareness of events within the college, to unify the organizations within the college to attain mutual goals, and to serve as a link between students and the administration. Students of the E. J. Ourso College elect the council during student government elections.

Delta Sigma Pi — DSP is a professional fraternity organized to foster the study of business in universities. Founded in 1907, this co-ed fraternity is dedicated to developing aspiring professionals, promoting scholastic achievement, and serving the surrounding community with the same zeal and fervor that drives its every endeavor. Not only does Delta Sigma Pi provide a vast network of career opportunities for its members, but it most importantly fosters a insurmountable sense of unity and brotherhood among its members.

Diplomats for Diversity — Diplomats for Diversity is a program established to assist with the focus on diversity and inclusion in the recruitment and retention of minority undergraduate students. Diplomats work with the director of the Office of Diversity & Inclusion to develop and implement programs that support and create community among minority business students and pre-business students. Additionally, they attend recruiting events on and off campus and provide mentorship to students enrolled in the Bridge to Success program.
Globalization

A competitive job market and a global economy have all but made international experience a key ingredient in a successful career. In fact, according to *Frontiers Journal: A Student Guide to Studying Abroad*, 73% of employers report that they think favorably of study abroad experiences on resumes. Our students not only gain class credit through the study abroad program but also interact with top-level executives, develop cross-cultural awareness and understanding, and a lifelong love of travel.

Students have different avenues to choose from when it comes to studying overseas:

**LSU Academic Programs Abroad**
- Through APA, E. J. Ourso College of Business students, particularly undergraduates in their junior year, can participate in a semester-long exchange program with Hong Kong Polytechnic University and earn class credits. Its business faculty is ranked 60th in the world and second in Hong Kong.
- Additional travel opportunities are available and may include destinations such as England, New Zealand, Strasbourg, Spain, Australia, Canada, Finland, the Netherlands, South Korea, Switzerland, and Columbia.

[international.lsu.edu/apa](http://international.lsu.edu/apa)

**International Business Seminars**

International business seminars are available during semester and summer breaks and are worth course credits. These are faculty-led trips, including some led by the Ourso College faculty, which typically explore the United Kingdom, France, Italy, Switzerland, Germany, Austria, the Netherlands, and China. Activities include visits with international organizations such as Lloyd’s of London, Heineken, BMW, Wimbledon, and Shanghai General Motors.

[ibstours.com](http://ibstours.com)

**Flores MBA Program-Sponsored Trips**

The Flores MBA Program offers unique international travel opportunities to its students during their time in the program. Students embrace a social, economic, and political understanding within each international destination, as well as visit local and multinational companies rooted in a cultural and business framework.

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**LSU Olinde Career Center**

The LSU Olinde Career Center assists students and alumni in choosing careers, obtaining career-related work experiences as students, developing job search skills, and securing employment or admission to graduate or professional school.

Students receive assistance with:
- Establishing a four-year career plan
- Choosing a major/career
- Building a resume and writing cover letters, references, thank you notes
- Dressing for success
- Interview practice
- Company information sessions
- Researching the company
- Finding an internship

They also are able to use the Careers2Geaux database to keep track of events like the Career Expo hosted by the LSU Olinde Career Center, manage their job search correspondence, and find recruiters who have a relationship with LSU and the Career Center.

It’s important to note that the LSU Olinde Career Center is not only for students. Families can get information and the tools to help their respective students decide on a major or find the right career path.

All LSU alumni have access to the following services, free of charge:
- Careers2Geaux
- Individual appointments
- Career events
- On-campus interviews

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**Business Networking Reception**

The E. J. Ourso College of Business Networking Reception allows employers participating in the expo to visit with business students in a more intimate setting than the Olinde Career Center Career Expo provides.

Recruiters from hundreds of companies are on hand to answer questions regarding career plans, and students have the opportunity to receive feedback and build their network of contacts.
Business Residential College

The Business Residential College is a living-learning environment where the next generation of business leaders are assisted in acclimating to the culture of the E. J. Ourso College and business in general.

Academic amenities are a major reason why first-year students should consider living in the BRC. Residents learn together in reserved sections of core first-year business classes. Academic advisors and instructors hold office hours on-site. There are group study and meeting rooms in the building, and supplemental instruction/tutoring in economics, mathematics, and accounting is available.

Residents also participate in programs — visits by business professionals, résumé and interviewing workshops, and social events — designed to introduce them to a business climate and aid in a successful freshman year.

Reasons to consider the BRC:

- Academic benefits
- On-campus living with no monthly bills
- Beautiful facility and courtyard located near Tiger Stadium, Middleton Library, the Quad, and Dining
- Female- and male-designated wings
- Suite-style rooms
- Wi-fi
- Security card access
- On-site library, classrooms, and computer lab
- Exclusive events and activities
- Leadership opportunities

The Roger Hadfield Ogden Honors College

The Roger Hadfield Ogden Honors College is a prestigious academic community located in the heart of LSU’s campus. It provides students with numerous study abroad opportunities, mentor relationships with top LSU faculty, and opportunities for undergraduate research, culminating in the Honors Thesis.

Since 2005, Ogden Honors students have been awarded with more than 90 prestigious national and international fellowships, including:

- 17 Goldwater Scholarships
- 9 Truman Scholarships
- 24 National Science Foundation Graduate Research Fellowships
- 6 Critical Language Scholarships
- 3 Udall Scholarships

Students enrolled in the college live in the Laville Honors House, which includes the East Hall, West Hall, and central lobby. The East and West Halls are mirror images of one another.

Recommended SAT scores (V+M) and GPA for prospective high school students are 1320 and 3.5, respectively. Students may also have a minimum composite score of 30 on the ACT and should complete the writing component of the SAT or ACT for consideration.
Impact Beyond the BEC

Thomas J. Phillips, Thomas H. Daigre Endowed Chair of Business Administration and Chair of the Department of Accounting, is president of the Society of Louisiana CPAs (LCPA) and board member. The LCRA is an organization of approximately 6,500 CPAs in the state of Louisiana.

Carter Hill, Ousso Family Professor in Econometrics, was invited to teach a PhD course in econometrics in summer 2015 at the Hanken School of Economics in Helsinki, Finland. The course is targeted primarily to PhD students in accounting at Hanken. The course instructs students about the main econometric analysis methods used in business research.

The CFA Institute Board of Governors and members recently named Don M. Chance, professor of finance, PhD, CFA, as the 2015 recipient of its Outstanding Contribution to CFA Institute Education Programs Award. This award honors a CFA charter holder for his/her outstanding contributions through dedicated effort and inspiring leadership, in fostering the development of programs, publications, or other learning tools to encourage continuing education.

Andrew Schwarz, associate professor in the LSU Department of Information Systems & Decision Sciences, spoke at Mississippi State University. Schwarz’s topic was “Bridging the Gap: Understanding the Nexus between IT Acceptance, Use and Business Outcomes.” He discussed the evolution of academic discourse, particularly how and why individuals adopt information technology and how the research will progress over the next few years.

Thomas Greckhamer, William W. & Catherine M. Rucks Professor of Management, received an invitation for a one-week research visit in the Department of Management and Organizations at the University of Western Australia (UWA) in Perth in November 2014. During this visit, he gave a seminar to UWA Business School Faculty and students, as well as an invited presentation at an industry forum hosted by a government agency of Western Australia. Professor Greckhamer also conducted research as part of a grant-funded research project conducted in collaboration with researchers at UWA.

Dan Rice, an assistant professor in the Department of Marketing, has been awarded a Board of Regents Traditional and Undergraduate Enhancement Fund grant for $158,000. Rice’s grant is titled “Louisiana State University College of Business Research Lab Mobility and Measurement Enhancement.” Assistant Professor Andrew Kuo of the Department of Marketing and Associate Professor Andrew Schwarz of the Department of Information Systems & Decision Sciences are serving as co-investigators.

Media Mentions

> Larry Crumbley, KPMG Endowed Professor in the Department of Accounting, was quoted in a February article, “Cooking the Books,” in the Greater Baton Rouge Business Report. One of the enduring facts presented in the article is that most organizations lose at least 5% of revenue to fraud and abuse.

> A recent study by Louis-Phillippe Beland, assistant professor of economics, (with Richard Murphy), which examines how mobile phones in schools impact student achievement, was discussed in a TIME magazine article, “Test Scores Rise After Cell Phones Banned from Schools,” and was also covered in The Guardian.

> Department of Finance Professor Joseph Mason was featured on a Fox News special, “American Payday — The Big Squeeze,” which detailed how the economy has impacted the lives of Americans.

> Online tech website SoftwareAdvice.com’s Plotting Success blog recently quoted Information Systems & Decision Sciences Associate Professor James Van Scotter in the article “Want to Make Six Figures? Consider a BI Graduate Program.”

> Jennifer Irwin, an assistant professor in the Rucks Department of Management, lent her expertise for the Greater Baton Rouge Business Report article “Uber Invasion.” The article examines the entrance of transportation networking company Uber into the Baton Rouge market.

> Dan Rice, assistant professor in the E. J. Ourso College of Business Department of Marketing, was recently quoted in the WWL.com article, “Black Friday Shoppers Cautioned on Urge to Splurge,” and in the Louisiana Radio Network article, “Many LA Retailers Opening on Thanksgiving to Make Big Sales Early.” Rice explained that despite all the hype, Black Friday may not be the best bet for holiday bargains.

Faculty at the E. J. Ourso College of Business engage in a breadth of research across all departments. Below are selected examples:

**Accounting**
- Financial Accounting
- Empirical Auditing
- Capital Markets
- Corporate Social Responsibility
- Ethics
- Behavioral Accounting and Professional Issues
- Internal Auditing
- Risk Management
- Fraud Assessment

**Economics**
- Labor Economics
- Health Economics
- Public Finance
- Fiscal Policy
- Monetary Economics
- State and Local Taxation
- Regional Economics
- Energy Economics
- International Trade
- Welfare Economics

**Finance**
- Credit Ratings
- Financial Derivatives
- Fixed Income Securities
- Corporate Finance
- Corporate Governance
- Financial Intermediation
- Institutional Investors
- Capital Structure
- Financing Decisions
- Poverty

**Marketing**
- Social Media Technology
- Mobile Technology
- Retailing and Services Marketing
- Branding
- Corporate Social Responsibility
- Digital Marketing
- Marketing Strategy
- Construction of Brand
- Attitudes and Brand Beliefs
- International Marketing

**ISDS**
- Emerging Markets
- Entrepreneurial Opportunities
- Software Inspection
- Decision Analysis
- Product Quality
- Probability Models
- Outsourcing
- Highway Safety
- Analytics
- e-Commerce

**Management**
- Occupational Safety
- Organizational Climate
- Strategic Management and Research Methods
- Institutional Work
- Identity
- Sustainability
- Leadership
- Personality and Individual Differences
- Decision Making
- Innovation and Technology
- Adoption