

# SCHOOL OF BUSINESS

## Overview

Print Compilation (<http://www.lasalle.edu/catalog/undergraduate/school-of-business-print-compilation/>)

*(Opens in a new page. Includes all related program information in full)*

Business education has been part of the La Salle curriculum since its founding in 1863. The School of Business, one of three schools in the University, was established in 1955, and its MBA program began in 1976. As a business school in a Catholic, Lasallian University, students are taught fundamental business knowledge and skills within an ethical framework which emphasizes the primacy and value of human dignity.

The Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB International), which establishes standards designed to ensure excellence. Less than 5 percent of the world's business schools are accredited by AACSB. As an AACSB-accredited business school, the Dean's office and faculty use continuous quality-improvement processes to ensure that the many offerings of the School of Business are of the highest quality. Programs are also regularly evaluated in terms of standards established by various professional bodies, such as the American Institute of Certified Public Accountants, the American Management Association, University Sales Center Alliance and the American Marketing Association. Ongoing engagement with alumni, employers and the business executives on the Dean's Advisory Board ensure that the programs are current and relevant in a rapidly changing global environment. The school has received external validations of the quality and outcomes of its programs through rankings with U.S. News and World Report and The Princeton Review. Since 1996, La Salle has inducted the top 10 percent of its undergraduate seniors and 7 percent of its juniors into Beta Gamma Sigma (BGS), the international honor society for students enrolled in AACSB-accredited schools. The La Salle chapter of BGS celebrated its 25th anniversary in 2020, and has been designated a Highest Honors chapter since 1999. The chapter was named a Silver Chapter (in 2013, 2015 and 2016), and the Gold Chapter (in 2014), from more than 500 chapters worldwide.

## Mission

The mission of the School of Business is to offer educational programs that prepare students for a purposeful life by integrating Lasallian values with current business management skills.

Through its faculty, curricular environment, and linkages with the business community, the School of Business creates a value-centered educational community as the setting for its educational programs.

Within this context, it seeks to provide an appropriate blend of contemporary business theory and practice, placing paramount importance on teaching and learning enriched by scholarly research and professional activity.

The primary purpose of the School of Business' undergraduate program is to prepare students to lead an enriched personal life and to enter upon a successful professional career through exposure to traditional liberal arts and contemporary business education.

The School of Business strives to fulfill its mission by requiring students to develop communication, analytic, and decision-making skills by nurturing in students the ability to define and synthesize, by helping students to form independent, well-reasoned judgments, and by

introducing students to common business research methods and practices.

Teaching and learning are of paramount importance. We believe we should:

- know each student as an individual;
- challenge each student to work toward attaining his or her best performance level;
- utilize the curriculum to help students identify the ethical dimensions embedded in business management; and
- immerse students in a learning environment that blends current business theory and practice.

### Departments and Programs

- Accounting (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/accounting/>)
  - Accounting BSBA (Traditional/Day) (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/accounting/accounting-bsba/>)
    - Accounting, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/accounting/accounting-bsba/accounting-minor/>)
  - Accounting, BSBA/MBA (4 year) (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/accounting/accounting-bsba-mba/>)
- Business Administration (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-administration/>)
  - Business Administration, BSBA (Non-Traditional/Evening) (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-administration/business-administration-bsba-non-traditional-evening/>)
  - Business Administration, BSBA (Traditional/Day) (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-administration/business-administration-bsba/>)
    - Business Administration, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-administration/business-administration-bsba/business-administration-minor/>)
- Business Systems and Analytics (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-systems-analytics/>)
  - Business Systems and Analytics, BSBA (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-systems-analytics/business-systems-analytics-bsba/>)
    - Business Systems and Analytics, Minor (For Business Majors) (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-systems-analytics/business-systems-analytics-bsba/business-systems-analytics-minor/>)
    - Business Systems and Analytics, Minor (For Non-Business Majors) (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/business-systems-analytics/business-systems-analytics-bsba/business-systems-analytics-minor-nonbusiness/>)
- Finance (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/finance/>)

- Finance, BSBA (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/finance/finance-bsba/>)
  - Finance, Minor for Accounting Majors (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/finance/finance-bsba/finance-minor-accounting-majors/>)
- Risk Management & Insurance, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/finance/risk-management-insurance-minor/>)
- International Business, BSBA (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/international-business-bsba/>)
- Management and Leadership (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/management-leadership/>)
  - Entrepreneurship, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/management-leadership/entrepreneurship-minor/>)
  - Management and Leadership, BSBA (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/management-leadership/management-leadership-bsba/>)
    - Management and Leadership, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/management-leadership/management-leadership-bsba/management-leadership-minor/>)
  - Sport Management, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/management-leadership/sport-management-minor/>)
- Marketing (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/marketing/>)
  - Digital Marketing, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/marketing/digital-marketing-minor/>)
  - Marketing, BSBA (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/marketing/marketing-bsba/>)
    - Marketing, Minor (<https://catalog.lasalle.edu/archives/2023-2024/undergraduate/business/marketing/marketing-bsba/marketing-minor/>)

## School Specific Academic Policies

### Independent Studies

In general, the School of Business does not offer independent studies.

### Dual Majors and Waivers

Courses are not waived for students who dual major with both majors in the School of Business. Limited waivers may be granted to students who dual major across Schools (i.e., one major is in the School of Business and one is outside of the School of Business).

### Taking courses at other schools

Students may take courses at other schools to transfer back to La Salle (as long as students comply with University transfer credit policies). Some courses—including but not limited to Major courses and several Business Core courses—may not be taken at other schools. Students seeking to take courses at other schools must consult with the Assistant Dean for approval.

## Taking MBA courses while still Undergraduate

Students who have 3.5 cumulative GPA's may opt to take up to two MBA courses during their last year, however, the credits and courses will not count towards undergraduate degree requirements (i.e., the MBA courses would be over and above undergraduate course and credit degree requirements). Conditions include: the student has had the course prerequisites; received approval from the Chairperson of their department; seats are available as determined by the MBA Director.

## MBA Basic Core Equivalents

You can reduce the number of courses required to earn a master's degree in Business Administration at La Salle by earning As or Bs in certain required undergraduate courses.

There is a body of undergraduate course work, drawn primarily from the Business Curriculum, which can be used to waive up to 9 credits of foundation level course work and 3 credits of core level course work for the La Salle MBA degree. All of these undergraduate courses are required for all undergraduate business majors. By earning a minimum "B" grade in the undergraduate course(s), the corresponding MBA course requirement will be waived. These courses are listed in the following chart.

Undergraduate Course	Graduate Equivalent
ECN 150 and ECN 201	MBA 603
BUS 101	MBA 601
BUS 206 and BUS 208	MBA 602
Marketing Major Courses	MBA 690 <sup>1</sup>
Accounting Major Courses	MBA 691 <sup>1</sup>
Finance Major Courses	MBA 692 <sup>1</sup>
Business Systems and Analytics Major Courses	MBA 693 <sup>1</sup>

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Courses are waived upon successful completion of the undergraduate courses completed within that major. If two of the following are waived, an elective will be added to the program: MBA 690 Creating Customers Through Effective Marketing Management, MBA 691 Managerial Accounting for Decision Making, Planning, and Control, MBA 692 Financial Performance: Control and Measurement and MBA 693 Business Analytics for Informed and Effective Decision Making may be waived.

For information about admission into the MBA program please contact MBA Office at [mba@lasalle.edu](mailto:mba@lasalle.edu) or (215) 951-1057.

## Opportunities Outside the Classroom

Engagement with the business community and opportunities to practice what is learned in the classroom are critical pieces to a holistic business education. Students are encouraged to participate in the multiple programs and experiences provided by the School of Business including:

### The Center for Entrepreneurship and its Open Minds Competition and Business Engagement Center

Aspiring entrepreneurs or individuals with an entrepreneurial mindset who are interested in developing their skills will be supported and inspired through the La Salle Center for Entrepreneurship (LCE). Through mentoring, networking and experiential learning, you'll discover how to flex your innovative muscles, build leadership skills, explore the business landscape, and take measured risks to achieve your dreams. In addition,

alumni and faculty will give back through mentoring as well as pursue their own entrepreneurial goals.

## Networking Nights and Alumni Shadowing

In addition to providing students with the knowledge they need to succeed in a competitive job market, La Salle's School of Business also helps them make the corporate connections to establish a foothold in the business world. We hold numerous events bringing students and alumni together with a goal of helping students make business world connections, building student confidence, educating students on specific industries trends and job expectations, and ultimately having alumni hire our students.

In addition, alumni shadowing opportunities are also encouraged. Students are able to connect with alumni and gain a day-in-the-life experience through these opportunities. Many of these experiences help our student's build life-long relationships.

Our expert faculty members and Career Center have built key industry relationships with top national and international players, providing our students with access to a vast corporate network that includes nearly 25,000 La Salle Business alumni. Our alumni hold senior leadership positions in at least 50 of the 100 largest companies in the mid-Atlantic market, and all of the region's top 20 firms employ La Salle Business alumni.

These connections have yielded many opportunities for La Salle students after graduation. The alumni network has secured more than 40 percent of all jobs for graduating business majors.

## Executives on Campus

For the past five years, more than 200 alumni of La Salle have actively participated in the education of our students through our Executives on Campus program. Alumni business leaders join us on campus for two days of networking, interaction, learning, and mentoring.

## Bloomberg Trading Room

The Bloomberg Trading Room enables student's to Increase their marketability by obtaining a Bloomberg Certification. Simply complete the eight-hour self-directed e-learning course, Bloomberg Market Concepts (BMC). It is delivered through modules on Economics, Fixed Income, Equities, and Currencies.

The BMC certification is an eye-opener for any résumé and/or LinkedIn profile.

## Sales Center

As the only member of the Associated Member of the University Sales Center Alliance (USCA) in the Philadelphia metropolitan area, students are able to take advantage of the state-of-the-art sales training facilities, specific sales courses, sales competitions, mentors, internships, and other forms of actual sales experiences to build the necessary skills to accelerate career opportunities and advancement. Students who complete the course requirements will be awarded the Certified Sales Student designation from the USCA and two SalesForce.com (<http://www.SalesForce.com>) certifications: sales representative and sales management. For more information on the becoming a Certified Sales Student, please contact the Director of the Sales Center at [dipietrom@lasalle.edu](mailto:dipietrom@lasalle.edu) or (215) 951-3577 and to learn more about the USCA, visit [www.universitysalescenteralliance.org](http://www.universitysalescenteralliance.org) (<http://www.universitysalescenteralliance.org>).

## Case Competitions

Case competitions offer unique hands-on insight into what it really takes to get a job done or a project launched in today's business environment. Our teams have traveled around the country to participate in high-stakes business problem-solving competitions. In collaboration with major global corporations and other universities, the competitions foster team building, provide real-world experience, and allow students to develop their professional communication skills. Of course, the networking opportunities are invaluable.

Student Case Competitions allow students to work in teams on real or simulated business cases as part regional, national and international collegiate competitions. Recent case competition was hosted not only in Philadelphia; our students have competed in Arizona, California, Massachusetts, Rhode Island, and Canada.

## Student Organizations

The School of Business offers students multiple ways to get involved as leaders in clubs and honor societies. Some clubs are affiliated with a major such as Accounting, Finance, Business Analytics or Marketing while other organizations are open to all business majors such as the professional business fraternity, Delta Sigma Pi and the Business of Sports club. The Dean has 2 student advisory boards- the Dean's Freshmen Advisory Board and the Dean's Students Advisory Board (comprised of the officers of each of the business school clubs.)

The School of Business currently has thirteen business clubs and organizations specifically designed for students and, in many cases, by students. In the last year, students have created the Business of Sports, Business of Music, and the Business of Fashion clubs. Students are able to build leadership skills, increase their networking circles, develop "soft" skills (e.g. communication, attitude, and work ethic), receive help with confirming a selected major, build their resume or simply have an opportunity to meet new people.

Some examples of Organizations and Clubs in the School of Business are:

- Accounting Society
- Finance Society
- American Marketing Association
- Beta Gamma Sigma (business honors society for schools accredited by AACSB)
- Delta Sigma Pi (professional business fraternity)
- Gamma Iota Sigma (international fraternity for students pursuing careers in risk management, Insurance, and actuarial science)
- National Black Accountants
- Investment Club
- Business Systems and Analytics
- Business of Sports
- Business of Music
- Business of Fashion

## International Education Opportunities

A key goal of the La Salle School of Business is to help our students succeed in a world market by interdependence, diversity, and rapid change. In addition to course work focusing on the challenges and opportunities posed by global market trends, we also strongly encourage our students to participate in our Study Abroad and Travel Study programs. They offer a hands-on understanding of the economic, social,

political, and environmental forces that are shaping the modern business world – and our lives. For more information regarding La Salle University Travel Study and Study Abroad, or Exchange Programs with LaSallian Schools visit the Education Abroad website (<https://www.lasalle.edu/travelstudyabroad/>).

## Experiential Education Programs

Experiential Education Programs provide hands-on experience in business organizations. Experiential education programs are designed to give students hands-on work experience related to their majors. Participation provides an opportunity to link the theory and practice of the discipline. Research shows that students who intern or co-op generally have greater success in finding their first jobs after graduation and earn higher starting salaries. Recent participants have included Aramark, Baker Tilly, Johnson & Johnson, PwC, KPMG, EY, Deloitte, Disney, Burlington Stores, CIGNA, IBX, SAP, Sunoco.

The Internship/Co-op Program and Business Scholars Co-op Program are the experiential education program options for students.

### Internship/Co-op Program

Internships and co-ops are available throughout the year (most are taken during the fall or spring semesters) and range from three to six months. Students generally participate during their junior or senior years. Internships may be full time or part time, paid or non-paid. They count as free electives and not as major courses. Students earn three credits for internships and co-ops. As with other courses, they must be rostered prior to the end of the first week of the semester. Co-ops and full-time internships are up to six months long. They are paid positions. A student taking a co-op or full-time internship may graduate in four years by following the model roster on the following page. (For additional information, see Page 17). Part-time internships are one semester long and generally are non-paid. The student ordinarily carries a full academic schedule along with the part-time internship. Up to three co-ops or internships may be taken over the course of a student's years at La Salle. Contact the Associate Director for Experiential Education in the Career Planning Office at 215.951.1075 for more information.

### Business Scholars Co-op Program (<https://www.lasalle.edu/business/programs/business-scholars-co-op-program/>)

La Salle University's School of Business recognizes the challenges faced by today's businesses and our highly motivated students. The Business Scholars Co-op Program provides our students with exceptional relevant professional work experiences. The goal of our program is to meet the academic and introductory work experience needs of well-rounded academically talented students.

#### Overview

The Business Scholars Co-op Program is similar to traditional applied learning programs. Highlights of the program are:

- Prepares students through classroom theory, builds an academic cohort experience where students take up to six classes together throughout their four years
- Develops professional skills through workshops, corporate speakers and site visits, leadership on campus as well as participation in case competitions
- Enables students to gain up to 12 months of practical work experience for successful career placement.
- Mentorship 1:1 mentoring from alumni of the BSCP and the Program Director

- Real World Professional Experiences while out on co-op you are in a professional setting working full-time and are paid competitive wages by employers during their assignments.

A unique characteristic of our program is our accelerated curriculum, which enables students to graduate in only four years, rather than the traditional five years required by programs at other universities.

Co-op students are eligible for their 1st work assignment at the completion of 5 semesters (71 credit hours) of classroom study. The 1st work assignment, which occurs during the summer following students' sophomore year, is a three to four-month experience. The 2nd work assignment is a six to eight-month experience in either spring and summer of students' junior year or summer following junior year and fall of senior year.

#### Admissions Criteria

Freshmen students can apply to the Business Scholars Co-op Program who have been accepted for admission by the University. There are two entry points to the program, the first is while still in high school, criteria during this phase includes a combined SAT Critical Reading and Math scores of approximately 1270 or a composite ACT score of 26 and who have a high school cumulative GPA of 3.5 or higher on a 4.0 high school scale. The second entry point is after students have completed their fall freshmen semester at La Salle University and have achieved a cumulative GPA of 3.5 and a grade of B or better in their School of Business academic coursework.

Take advantage of the ability to combine programs, including the University Honors Program or the Four-Year BS/MBA program. The Academic/Work Term Sequence also makes it easy for student-athletes to participate in the program.

View the Business Scholars Co-op Program website (<https://www.lasalle.edu/business/programs/business-scholars-co-op-program/>) for more information.

#### Contact Information

Penelope C. Grob  
Director, Business Scholars Co-op Program  
grob@lasalle.edu  
(215) 951-5113

### Business Leadership Fellows Program (<https://www.lasalle.edu/business/programs/business-leadership-fellows-program/>)

The Business Leadership Fellows Program provides students with the skills, knowledge, experiences and confidence to differentiate themselves as they enter an increasingly competitive global economy. The Fellows program is designed to develop confident leaders by integrating the business curriculum with intentional skills training, supervised leadership experiences, multiple experiential learning opportunities (such as internships, co-op, travel study and mentorship) and an emphasis on social responsibility.

The BLFP competitive advantage is rooted in the transformational nature of the program's design in which each Fellow will:

- Explore leadership theories and practice leadership through a variety of on-campus, academic, co-curricular and community engagement.
- Receive 1:1 guidance from La Salle Alumni mentors as well as personalized coaching and advising from the BLFP Director.

- Build professional skills through experiential opportunities such as internships, co-ops, travel study trips, and job shadowing.
- Demonstrate social responsibility through active commitment to the communities, organizations, nonprofits or causes which inspire and motivate each individual Fellow.
- Document a progressive record of professional and personal development and reflections through the use of an electronic portfolio which serve as a valuable archive and narrative which each Fellow will use as they engage in interviews and networking.

The program is open to any La Salle student majoring in business who will be a freshman, sophomore, or junior in Fall 2018, including transfer students. Interested students must apply and meet the admission requirements, which include:

- Cumulative GPA of 3.2 or higher on a 4.0 scale
- In-person or Zoom interview with the Director of the Business Leadership Fellows Program

View the Business Leadership Fellows Program website (<https://www.lasalle.edu/business/programs/business-leadership-fellows-program/>) for more information.

#### Contact Information

Kathy Bagnell Finnegan  
 Director, Business Leadership Fellows Program  
 finnegan@lasalle.edu  
 (215) 951-1276

Four-Year Dual BS/MBA Program for Accounting majors allows students to earn their Bachelor's and Master's degrees in just four years and to meet the 150-hour requirement for CPA certification.

## Location/Contact Information

#### School of Business, Dean's Office

Founders' Hall 249  
 (215) 951-1040  
 schoolofbusiness@lasalle.edu

## Staff Contact Information

Michael Moll  
 Associate Dean, School of Business  
 Founders' Hall 248  
 moll@lasalle.edu  
 (215) 951-1312

#### Kristen Garry

Assistant Dean, Student Success, School of Business  
 Founders' Hall 241  
 garry@lasalle.edu  
 (215) 951-1058

Oversees the advising system for undergraduate Traditional/Day business students. Advises students who: study abroad; seek approval for taking courses at other schools to transfer back; have been suspended; are new transfer students; change their majors into the School of Business from one of the other Schools; are returning; seek approval for CLEP exams; dual majors across Schools. Certifies students for graduation.

#### Penelope Grob

Director, Business Scholars Co-op Program  
 Founders' Hall 228

grob@lasalle.edu  
 (215) 951-5113

Oversees all aspects of the undergraduate Business Scholars Co-op Program, including but not limited to academic advising, mentorship and career preparation for students in the program.

#### Kathy Bagnell Finnegan

Director, Business Leadership Fellows Program  
 Founders' Hall 242  
 finnegan@lasalle.edu  
 (215) 951-1276

Oversees all aspects of the undergraduate Business Leadership Fellows Program, including but not limited to mentorship and career preparation for students in the program.

#### Nicole Blair

Director of PT MBA and MS Analytic Programs  
 Founders' Hall 232  
 blairn@lasalle.edu  
 (215) 438-6676

#### Steve Melick

Executive Director of La Salle Center for Entrepreneurship  
 Founders' Hall 348  
 melick@lasalle.edu  
 (215) 951-1439