



Strategic planning, interpersonal negotiation, problem solving, resource management: It sounds like a lot to handle, but we think you can manage. The business world needs people like you—people who know that there’s a lot more to running a successful business than dollars and cents. A manager has to know how to get the best out of people—and how to keep them inspired in the face of hardship—while still making fast, strategic decisions. Our multidisciplinary program includes curriculum in business, marketing, finance, accounting, mathematics, and more to ensure that you have all the tools you need to manage a business.

This is the place.

There’s no better place than New Orleans to study business. Having been ranked in the top 100 cities on Forbes’ list of “The Best Places for Business and Careers” and gotten the highest rating of any city in Louisiana, New Orleans is quickly becoming a hub for entrepreneurs. And with our minor in entrepreneurship, you could be one. In the decade since Katrina, a number of tax and job incentive programs have brought a boom of startups and new businesses—and they all need people like you.

You’ll participate in our Business Portfolio Program, which offers networking events, résumé workshops, mock interviews, job and internship searches, advising, degree checks, and more. Thanks in part to our Center for Entrepreneurship and Community Development, all of our students graduate with internship experience from real businesses and organizations, so by the time you’re looking for a job—you’ll have already had one. Our combination of experienced faculty, state-of-the-art facilities, and hands-on programs imparts real-world preparation onto our graduates.

Courses

In addition to a core business curriculum from the economics, marketing, finance, and accounting departments, you’ll take management-specific coursework, complete an internship, and choose electives that interest you. Here’s a sample of what you can expect to learn and do:

Entrepreneurship

This course sheds light on the entrepreneurial process, from opportunity recognition to the funding and growth of a new venture. By engaging with case studies and each other, students learn how successful ventures have been created as well as how to create a novel venture from scratch. Importantly, the central aim of this course is not the creation of a successful business per se, but to provide a comprehensive toolkit for prospective founders so that their decision to engage in entrepreneurship is as well thought-out and fruitful as possible.

International Management

This course explores the complexities arising from managing an international business with a framework for analyzing and successfully operating across nations. Students develop interpersonal and cross-cultural understanding and negotiation skills through in-class participatory exercises, case discussions, supplementary readings, and a group research project.

Contemporary Managerial Decision Making

This course provides students with diagnostic and analytical tools and skills for informing effective decisions. A course project requires diagnostic skills to formulate problems, decision-modeling skills, data collection and analysis skills, and managerial skills such as planning, organizing, leading, and controlling.