

A young man with short brown hair, wearing a dark suit jacket over a light-colored patterned shirt, is smiling and looking off to the right. He is standing in front of a large digital display showing a stock market ticker with various numbers and green/red indicators. The background is slightly blurred, focusing on the man.

**LOYOLA UNIVERSITY  
NEW ORLEANS**

COLLEGE OF BUSINESS

Create  
SOMETHING  
meaningful

# YOU

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# CAN BE

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# ANYTHING

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# YOU WANT

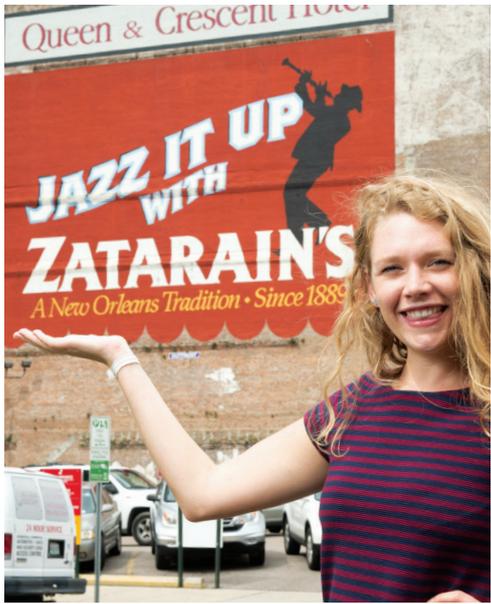
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**And that's just the beginning. At Loyola, you'll master how to make critical decisions that will shape companies and economies all over the world. You'll analyze data so you can effectively weigh the risks versus the rewards, helping you make the right decision, not just the one that's most profitable. More important, you'll learn from professors who have worked in every sector and industry in business.**

**So imagine your future. With a degree from Loyola's College of Business, you can go anywhere. Brand management. Investments. Mergers and acquisitions. Project management. You could even end up on Wall Street. The world is your oyster. (And we should know; we love oysters here.)**

# FUTURE game- CHANGERS

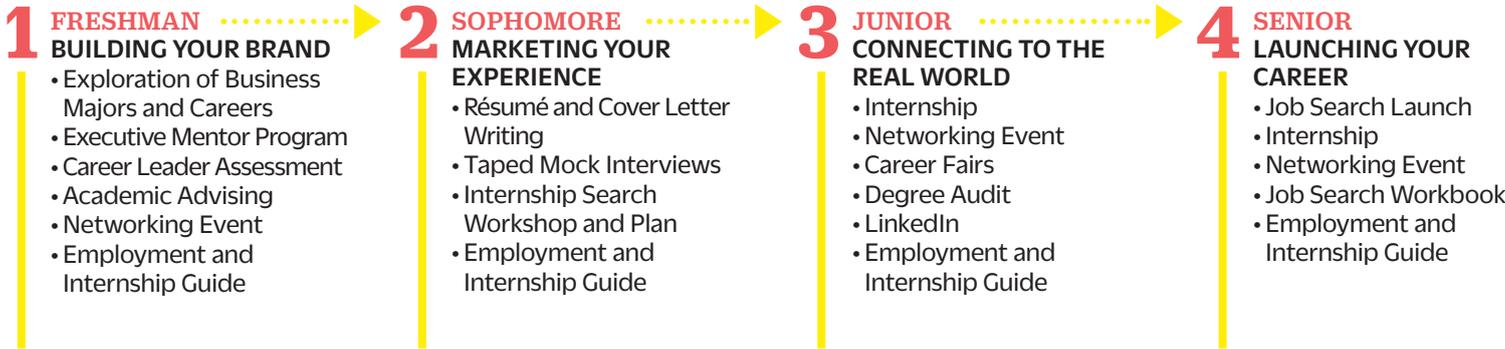
**Develop key decision-making skills that combine data-driven information with firsthand experience as you learn alongside a diverse mix of people from around the globe. Make incredible connections you'll keep throughout your professional career.**



**Greatness can't be taught. But it can be mentored.** Leaders know being prepared is a cornerstone of success. The Portfolio Program is all about creating advantages for students by providing the real-life, real-business experiences, skills, and insights needed to land great jobs right after graduation. Our innovative approach and hands-on, practical guidance from actual business leaders makes graduates feel like they've been getting ready for their jobs the whole time. Having a mentor is important in business. That's why we've developed an entire program around giving you the mentorship you need to feel confident in any business situation.

**87% OF OUR STUDENTS ACHIEVE CAREER OR GRAD SCHOOL PLACEMENT WITHIN 6 MONTHS OF GRADUATION.**

## BUSINESS PORTFOLIO PROGRAM BY YEAR



**WHAT YOU WILL LEARN**

- How to write a résumé that stands out
- What it takes to make it past the first interview to negotiating benefits
- Different career paths available within a specific field of interest
- Proper business etiquette when it comes to meetings, email correspondence, presentations, events, and dining

**WHAT YOU WILL PARTICIPATE IN**

- Mock Interviews
- Résumé Writing Workshops
- Interview Workshops
- Mentorship Groups
- Internship Opportunities

**“THE PORTFOLIO CAREER PROGRAM TAUGHT ME HOW TO MAKE MYSELF MORE MARKETABLE, AS WELL AS PROVIDING NETWORKING OPPORTUNITIES TO SECURE INTERNSHIPS.”**

**STUDENT:** Brian Davis



**A career you can count on.** Accountants make great money because they know money, making them the best-paid professionals in the world. Our Bachelor of Accountancy program will teach you how to become a public- or private-sector leader and a decision-maker in global business, government, and not-for-profits. Plus, your coursework will put you steps ahead if you want to get your CPA—fulfilling 120 of the 150 required hours for most state certification exams.

**WHAT YOU WILL LEARN**

- Laws and ethics regarding advanced techniques for a wide range of corporations and business entities
- How to be a public- or private-sector leader and a decision-maker in global business, government, and not-for-profits

**SAMPLE COURSES**

With a combination of accounting courses and the core business curriculum from the economics, marketing, management, and finance departments, our program will train you to be both an effective accountant and a business leader. Here's a sample of what you can expect to learn and do:

**ADVANCED ACCOUNTING**

This course is designed for students to study the accounting reporting principles and procedures used in a variety of multi-corporate entity activities including mergers, acquisitions, and complex business transactions including consolidations. Partnership formation, operation, and changes in membership as well as partnership liquidations are also covered.

**INTERNATIONAL ACCOUNTING**

This course covers topics including comparison of accounting between US GAAP and IFRS; examination of common financial, managerial, and tax accounting issues faced by U.S. multinational firms, including the impact of transactions

conducted in foreign currencies; defenses against currency rate changes such as forward exchange forward contracts; and the restatement of foreign currency financial statements for overseas subsidiaries.

**“KNOWING I’LL HAVE A GREAT JOB WITH ERNST & YOUNG AFTER GRADUATION FEELS REALLY GOOD.”**

**Student:** Carolina Arias

**“WHAT SET LOYOLA APART IS ITS PROFESSORS. THEY GENUINELY CARE ABOUT YOUR SUCCESS.”**

**Student:** Paula Choi



**Let the data drive the decision.** Lots of factors go into making business decisions. And at Loyola, you'll learn all of them. The Business Analytics program will teach you how to use data to analyze performance, build business strategy, and achieve goals. It's a major that will give you technological skills to manage databases, analytical skills to interpret data and create models for business decisions, and management skills so you can use analytical results to improve business. With this experience, a student with a degree in business analytics can work in practically any field, like health care, information systems, tourism and hospitality, and operations and logistics, as well as market research and the financial sector.

#### WHAT YOU WILL LEARN

- Technological skills needed to manage the data and databases businesses use on a daily basis
- Analytical skills required to make sense out of business data and create mathematical models of business decisions
- Decision-making and management skills, which allow students to implement analytical results to achieve continuous improvement

#### SAMPLE COURSES

To prepare for a career in business analytics, you'll take courses in mathematics, computer science, and analytics. Then, you'll choose specialization electives to tailor the program to your goals. Here's a sample of what you can expect to learn and do:

#### BUSINESS STATISTICS

This course is an introduction to the statistics used in business, including sources of business data, describing data, probability, the use of confidence limits, the use of hypothesis tests, analysis of variance, and simple correlation and linear regression.

#### ECONOMETRICS I - LINEAR MODELS

This is an intermediate-level statistics course. After a brief overview of statistics, the course covers least squares estimation, statistical inference, diagnostic methods, selection and evaluation of functional form, and simultaneous equations estimation. Students use the STATA software program and complete a comprehensive statistical research project.

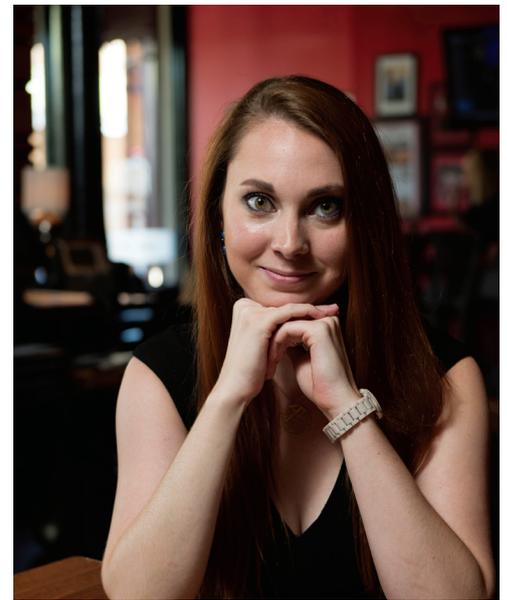
#### CONTEMPORARY MANAGERIAL DECISION MAKING

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. Consumer Analysis and Research students learn to measure and analyze consumer attitudes and behavior. Measurement techniques covered include observation, interviews, focus groups, and surveys. Analysis tools used include descriptive statistics, chi-square, and spreadsheet analysis for value determination.

**“LOYOLA REALLY SET ME UP TO SUCCEED IN THE CLASSROOM, IN THE COMMUNITY, AND IN MY CAREER.”**

**Student:** Brian Davis



**Economics runs the world.** You know who's looking to hire economics majors? Presidents. Heads of state. Leaders who need to know what to do to save the wallets of not just one business but also of a community and a nation. As an economics major you'll learn to understand how markets coordinate the actions and interactions of people in their various roles as individual consumers or producers and as members of social, cultural, political, or economic organizations. You'll even master economic analytics tools that have been used to predict flu outbreaks and catch cheating sumo wrestlers.

#### WHAT YOU WILL LEARN

- A fundamental understanding of economic processes
- An ability to communicate and critically analyze economic issues
- Tools for functioning as intelligent, productive business leaders and responsible, informed members of society

#### SAMPLE COURSES

As a business professional, it's important to understand all areas of the business world. In addition to a solid foundation of economics courses, you'll take core courses in business, management, and finance. Here's a sample of what you can expect to learn and do:

#### PRINCIPLES OF MICROECONOMICS

This course is an introduction to economic analysis: efficiency and equity; production and exchange; costs, supply, and demand; markets, organizations, and government; competition, cooperation, and coercion; and international trade.

#### PRINCIPLES OF MACROECONOMICS

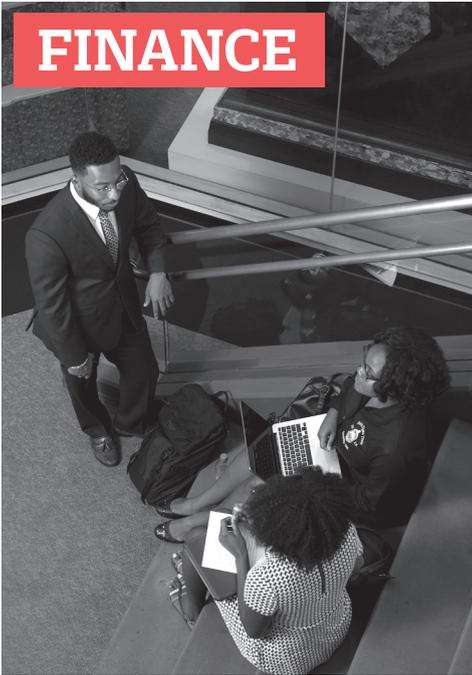
This course is an introduction to various theories of inflation and unemployment; economic growth; money, banking, and financial intermediation; interest rates; business cycles; exchange rates, trade balances, and the balance of payments; deficits and the national debt; monetary, fiscal, exchange rate, income, and regulatory policies; and national income, product, and international payments accounting.

#### ECONOMIC DEVELOPMENT

This course considers the disparity of material well-being among the masses of people in different countries. Topics include causes of poverty and wealth; the nature of economic growth; and the roles of the state, markets, and social and cultural institutions in economic development.

**“I DIDN'T JUST STUDY ECONOMICS; I STUDIED THINGS I NEVER THOUGHT I WOULD. AND I'M REALLY WELL-ROUNDED BECAUSE OF IT.”**

**Student:** Alexandra J. Orriols



## FINANCE

**Invest in your future.** Just as any investor expects a return on his or her investment, you can expect to reap real rewards with a degree in finance. That is, if you're willing to work hard for it. As a finance major, you'll get a strong understanding of financial analysis and capital management, the ability to manage finances for an organization so you can be an effective business leader. In addition, you'll gain the skills and tools needed to assess a firm's financial position and prospects to help them make sound investments for today and tomorrow.



### WHAT YOU WILL LEARN

- A fundamental understanding of financial analysis and capital management
- How to manage the financial resources of an organization to be an effective business leader
- Tools for evaluating a firm's financial position and prospects in order to make sound investment decisions

### SAMPLE COURSES

With a core set of progressive finance courses and business curriculum from the economics, marketing, management, and accounting departments, our program will train you to be both an effective financial analyst and a business leader. Here's a sample of what you can expect to learn and do:

#### FINANCIAL MANAGEMENT

This course introduces the analytic techniques commonly used for the financial management of business firms. Topics include analysis of financial statements, financial forecasting, asset valuation, capital budgeting, working capital management, and financial structure.

#### ANALYSIS OF FINANCIAL STATEMENTS

This course examines common techniques for the analysis of financial statements. In addition to covering traditional analytic approaches, this course explores the relationship between the selection of accounting procedures and the quality of the resulting statements.

#### FINANCIAL INSTITUTIONS

This course examines the purpose and functions of financial markets and financial institutions, domestic and global. Emphasis is on asset/liability management. Cases may be used to foster an understanding of the problems and opportunities of different financial institutions.

#### INVESTMENTS

This course analyzes different investment alternatives in a risk-return framework. Techniques for selection, timing, and diversification of investment choices are emphasized. Portfolio theory is also explained as the capstone element at the end of this course.

**“THE AYALA STOCK TRADING ROOM BECAME A SECOND HOME TO ME WHILE I WAS AT LOYOLA. WITH TV MONITORS SET TO CNBC, I COULD KEEP AN EYE ON MARKET ACTIVITY, INCLUDING ACTIVITY RELATED TO THE STUDENT-MANAGED INVESTMENT FUND. HAVING ACCESS TO THE TRADING ROOM SHOWED THAT THE COLLEGE OF BUSINESS IS INTERESTED IN MORE THAN JUST LEARNING OUT OF A BOOK.”**

**Student:** Jay Mukherjee





**Be a global change agent.** We live in exciting times with rapidly changing technologies, the globalization of business, rising economic integration and interdependence of world economies, and so much more. Now is your chance to be at the center of it. In fact, there's business being done all over the globe. Which is why, now more than ever, we need experts who understand the way cultures and economies mingle. At Loyola, you'll take more than courses in finance, international economics, marketing, and management. You will study culture, history, and political science. Also, you will have opportunities to work and study abroad. The goal: to get you and your passport ready to take on the world.



#### WHAT YOU WILL LEARN

- An understanding of international economics, finance, marketing, management, and strategy
- Culture, history, political science, and business practices in Asia, Europe, and Latin America
- How to step into leadership positions in international organizations and firms that conduct business worldwide

#### SAMPLE COURSES

International business coursework supplements a core business curriculum from the economics, marketing, management, and accounting departments. You'll also either take an internship abroad or study abroad and complete an internship at home. Here's a sample of what you can expect to learn and do:

##### INTRODUCTION TO INTERNATIONAL BUSINESS

This course prepares students to be effective decision-makers in an international setting. It covers the international business environment, including national differences in political economy and culture, international trade, exchange rates, intellectual property rights, and more.

##### INTERNATIONAL FINANCIAL MANAGEMENT

This course explores the problems and complexities that arise when trade and investment take place across national boundaries. Topics include financing international trade, exchange rate risk, risk exposure and management, and international investments.

##### INTERNATIONAL MARKETING

This course explores similarities and differences of domestic and international marketing programs, sources of information available to firms considering foreign marketing efforts, costs and problems of gathering this information, and formulation and implementation of marketing strategies in other environments.

**“LOYOLA'S JESUIT VALUES HAVE TAUGHT ME HOW TO EMPATHIZE WITH VARYING PERSPECTIVES AND CULTURES IN A WAY I MAY NOT HAVE OTHERWISE.”**

**Student:** Nancy Herrera



**Leaders aren't born. They're made. Strategic planning. Interpersonal negotiation. Problem-solving. Resource management. Diverse as they may be, these are all integral skills for managers. Management is one of the broadest in scope of all business disciplines—which translates into career flexibility. With a management major, you can be a successful manager, leader, or visionary entrepreneur in any field or industry.**

#### WHAT YOU WILL LEARN

- How to formulate a strategic vision for a company while setting goals to achieve it
- How to plan, organize, direct, and control the resources that make that vision a reality

#### SAMPLE 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 one another, students learn how successful ventures have been created as well as how to create a novel venture from scratch. The central aim of this course is not the creation of a successful business per se but providing 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.

**“COMING FROM A SMALL TOWN, I LOVE HOW CULTURALLY DIVERSE LOYOLA IS.”**

**Student:** Megan Bourg





RISE

TO

EVERY

OCCASION

# MARKETING



**Make the market yours. It's creative. It's crazy. It's passionate. And it's more digital and data-driven than ever before. When you go after a marketing degree, you'll be opening up avenues to product design, development, market strategies, brand management, event-planning, research, analysis, and more—all while making clients happy. How, you ask? Through brilliant presentations of marketing concepts and related skills that you'll learn right here at Loyola. Our program is designed to teach you the marketing process and its place among other key areas of business, with emphasis on creating strategies for various customer segments, environments, and conditions.**



## WHAT YOU WILL LEARN

- How to use your creativity to develop marketing concepts that achieve a specific business goal
- Emerging technologies and communication techniques as well as how to use data to reach customers in a whole new way

## SAMPLE COURSES

In addition to your marketing courses, you'll take core courses in business, management, finance, and economics. After all, as a marketing professional, it's important to understand all areas of the business world. Here's a sample of what you can expect to learn and do:

### BASIC MARKETING

This course examines how product, pricing, promotion, and distribution decisions are made to satisfy the needs of specific target markets. The impacts of political-legal, competitive, socio-cultural, technological, and economic environments on marketing are also studied.

### ELECTRONIC MARKETING

This course explores technological topics and strategies popular with today's connected consumer. In particular, it examines search engine marketing, social media marketing, and mobile marketing topics. Students will gain a clear understanding of how today's

connected consumer uses technology, communication, and devices as each relates to marketing.

### INTERNATIONAL MARKETING

This course explores similarities and differences of domestic and international marketing programs, sources of information available to firms considering foreign marketing efforts, costs and problems of gathering this information, and formulation and implementation of marketing strategies in other environments.

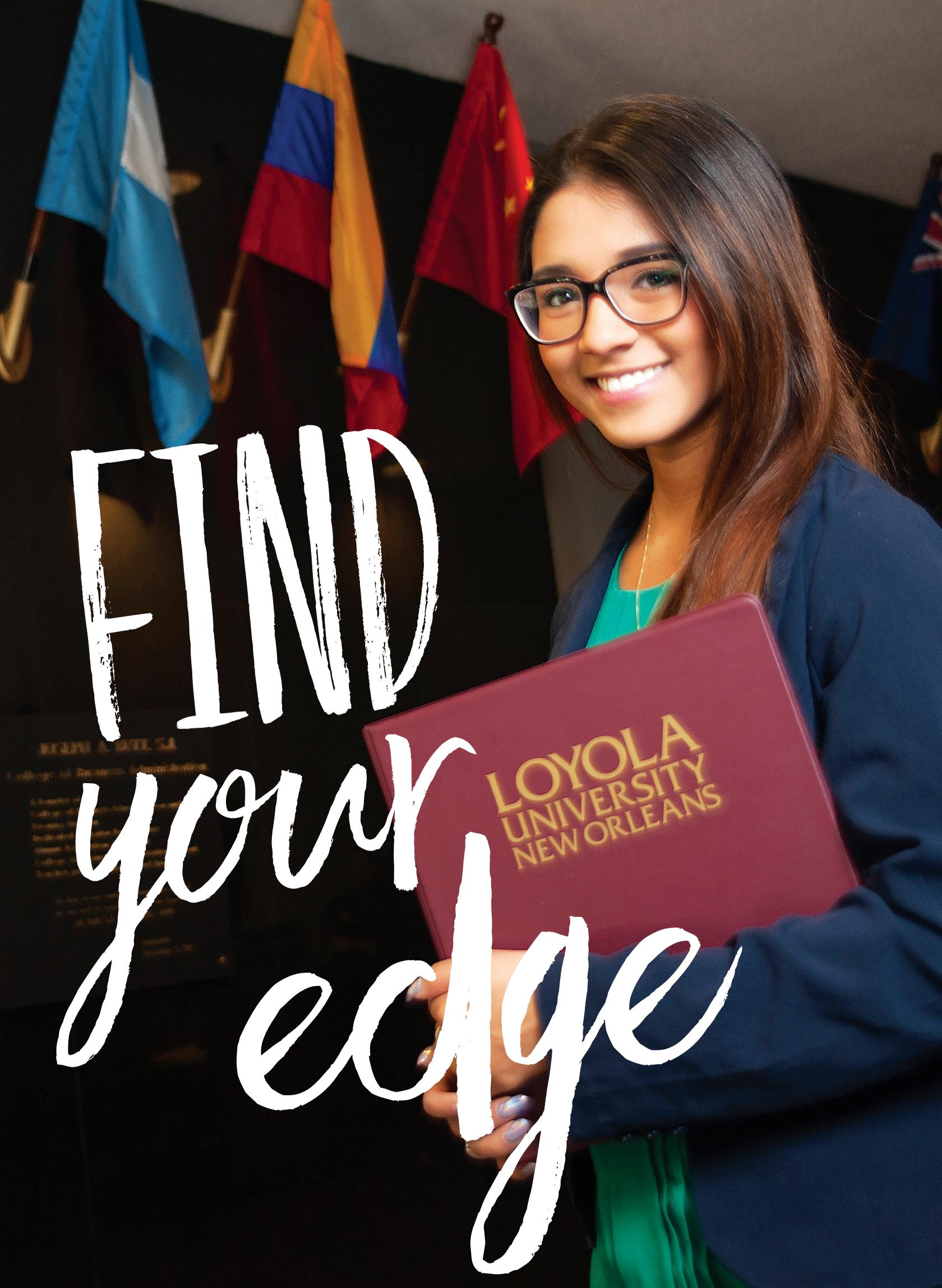
### PROMOTIONS MANAGEMENT

This course emphasizes development of integrated promotional programs. Advertising, public relations, personal selling, promotional packaging, along with many other sales-stimulating methods and techniques are covered.

**“THE PROFESSORS HERE ARE REALLY YOUR BEST RESOURCE IN AND OUT OF THE CLASSROOM.”**

**Student:** Alexandra J. Orriols





FIND  
your  
edge

LOYOLA  
UNIVERSITY  
NEW ORLEANS

# CENTER FOR ENTREPRENEURSHIP



**Turning big ideas into big business. Anyone can have a good idea. Turning that idea into a reality that actually makes money—and makes a difference—takes skill. That’s what you can expect to gain by taking advantage of every opportunity the Center for Entrepreneurship and Community Development can offer. After all, learning how to be an entrepreneur is 30 percent academic and 70 percent experience. And that’s what the Center is all about—giving you the opportunity to put into practice everything you’re learning.**



## WHAT YOU WILL LEARN

- How to execute an idea from start to finish
- The edge of innovation in any field
- Analytical skills needed to be self-reliant and show personal initiative
- What it takes to build a business from the ground up

## IMPRESSIVE STATS:

**100** percent of our entrepreneurship faculty have been directly involved in starting a business.

**33** students were placed with internships at local incubators, startups, and accelerators through our programs in two years.

**3** graduates have been accepted to the nationally competitive Venture for America program.

42 percent of current MBA students at Loyola College of Business take an entrepreneurship course through the Center.

**“WE ARE NOT HERE TO CREATE BUSINESSES. WE ARE HERE TO INVEST IN PEOPLE, TO CULTIVATE AN ‘INNOVATION-READY’ WORK FORCE THAT PUSHES ENTREPRENEURSHIP TO THE NEXT LEVEL.”**

Founding Director: Jon Atkinson

# MBA PROGRAM



**Ladder up.** Looking for a competitive edge or a bump in salary? Our full-time, **fast-track MBA** can be completed in just one calendar year. It's attainable if you have a career, a full-time job, a family, or other responsibilities. You also have the freedom to pursue your **professional MBA** in six or fewer credit hours per semester. Additionally, we offer a dual MBA/Juris Doctor degree with the university's College of Law and a dual MBA/Master of Pastoral Studies degree with the Loyola Institute for Ministry. At Loyola, you earn a degree that works around you and then for you. So there will be nothing stopping you in the future.

## TRACKS YOU CAN SPECIALIZE IN

- Finance
- Entrepreneurship
- Marketing
- Operations

## SAMPLE COURSES

### INNOVATION AND ENTREPRENEURSHIP

This course sheds light on the venture formation process, from idea generation to the funding and scaling of a new venture. The fundamental aim of this course is not the establishment of a successful business but providing a comprehensive toolkit for prospective founders so that their decision to engage in entrepreneurship is as well-thought-out and fruitful as possible.

### INTEGRATED BRAND PROMOTION

This course investigates the value and use of traditional and innovative communication technologies as applied to promotional problems and opportunities at the brand level. Projects include secondary research of the field of brand promotion and the production of a real brand's promotional campaign.

### CONSUMER ANALYSIS AND RESEARCH

This course familiarizes students with terms, concepts, and theories that are used to understand consumer behavior and develops skills necessary to conduct applied research on consumer behavior topics. Students learn how consumers'

thoughts, feelings, and actions are influenced by advertising messages, brand names, pricing formats, and other marketing stimuli. This course also teaches the student how to measure and analyze consumer attitudes and behavior.

### PROJECT MANAGEMENT

In this course, the student will learn the fundamentals of project management through a structured approach based on a life-cycle methodology that follows a project from concept to closure, including the realization of expected value and delivery of successful business outcomes. The course will present the industry-proven technical and behavioral best practices that contribute to the delivery of successful projects. The course covers the majority of the Project Management Institute's Body of Knowledge a student should be familiar with in order to successfully become certified as a Project Management Professional (PMP) or Certified Associate in Project Management (CAPM). (Note: Loyola does not offer these certifications; the student must pursue certification independently.)

### FINANCIAL DECISION MODELING

This course is a hands-on course in spreadsheet and financial modeling, primarily using Microsoft Excel, and covers various topics in financial management and investments. The emphasis will be on the practical application of financial theory to various decision points faced by

financial managers and/or investors, with a particular focus on decisions surrounding funding structure, entry and exit, and business valuation. Students will use simulation, regression, sensitivity analysis, or other quantitative tools to model these decisions and take appropriate action.

**“WITH A SMALLER CLASS SIZE, YOU REALLY GET TO KNOW YOUR CLASSMATES AND PROFESSORS.”**

**Student:** George Bevan



## OUR GRADS GO PLACES

### ACCLAIMED ACROSS INDUSTRIES

**CANDACE NICHOLS '14 (MARKETING):** now at Weissman-Designs for Dance in St. Louis, Missouri

**JENSEN QUADROS '15 (MARKETING):** now at Search Influence in New Orleans, Louisiana

**PATRICIA CALZADILLA ORTIZ '15 (MANAGEMENT):** now at Yelp in Phoenix, Arizona

**DEVIN STEPHENS '16 (MANAGEMENT AND MARKETING):** now at Brown-Forman in Louisville, Kentucky

**ANDREW DALTON '16 (INTERNATIONAL BUSINESS):** now at Booster in San Francisco, California

**ERNESTO CARO '16 (INTERNATIONAL BUSINESS AND MARKETING):** now at Cintas in New Orleans, Louisiana

**MARY CRAPANZANO '14 (FINANCE AND INTERNATIONAL BUSINESS MAJOR):** now at JP Morgan Chase in New Orleans, Louisiana

**ROCO GANDARA '14 (FINANCE):** now at UBS Bank in Houston, Texas

**LUKE ROSE '16 (FINANCE):** now at Yahoo! in San Francisco, California

**DAVID LOGAN MCCABE '14 (ECONOMICS AND FINANCE):** now at KPMG in Los Angeles, California

**MEGAN MCANDREWS '16 (ECONOMICS AND MARKETING):** now at 10,000 Small Businesses at Goldman Sachs in New Orleans, Louisiana

**JACQUIE GROSS '15 (ACCOUNTING AND FINANCE):** now at KPMG in New Orleans, Louisiana

**SAMANTHA CUELLAR '14 (ACCOUNTING):** now at EY in New Orleans, Louisiana

### REPRESENTING COMPANIES AROUND THE WORLD

Ama Waterways River Cruises  
Brown-Forman Corporation  
CH Robinson  
Cintas  
Corporate Executive Board  
EY  
Goldman Sachs  
IBM  
JP Morgan Chase  
KPMG  
Morgan Stanley  
New Orleans Saints and Pelicans  
Nigel Frank International  
Porsche  
The Recording Academy/The Grammys  
Red Bull  
Sony Music  
Velocity Agency  
Venture for America  
WWL Media  
The World War II Museum  
Yahoo!  
Yelp  
Zatarain's

## COB AT A GLANCE

### AACSB-ACCREDITED

The College of Business has been accredited continuously by AACSB International since 1950. AACSB is the premier global accrediting body for schools of business, and earning accreditation requires a rigorous external review every five years of a school's ability to continue to provide the highest-quality programs in business education.

### REAL-WORLD PREPARATION

Carlos M. Ayala Stock Trading Room—21 dual-monitor computer workstations with industry-standard business and finance software, including access to real-time financial and stock data.

The Ideation Lab—Our Center for Entrepreneurship and Community Development manages this learning and working space designed to enhance creativity and teamwork for students involved in entrepreneurship classes or internships.

Portfolio Career Program—Eight semesters of professional development with executive mentoring, professional networking, mock interviews, internship and job search assistance, and more.

### PROGRAM ENHANCEMENTS

Manage a million-dollar portfolio of real investments as a finance major in our Student-Managed Investment Fund course.

Earn your Google Analytics Individual Qualification certification as a marketing major through our Electronic Marketing course.

Publish peer-reviewed research articles as a co-author with our highly ranked economics faculty.

Gain hands-on experience with competitive internship placements to startup firms in one of the best entrepreneurial ecosystems in the country.

### BUSINESS MAJORS

Accounting (BAcc)  
Business Analytics (BBA)  
Economics (BBA)  
Finance (BBA)  
International Business (BBA)  
Management (BBA)  
Marketing (BBA)

### BUSINESS MINORS

Accounting  
Business Administration\*  
Business Analytics  
Economics  
Entrepreneurship  
International Business  
Marketing\*

\*Minor available to non-business majors only

