PACIFIC LUTHERAN UNIVERSITY

SCHOOL OF BUSINESS



MISSION

The PLU School of Business is a community of engaged faculty, staff, and administrators who provide an excellent business education in a student-centered learning environment grounded in the liberal arts that inspires students to:

- LEARN for life,
- LIVE purposefully,
- LEAD responsibly, and
- CARE for others



PROGRAM DESCRIPTIONS

BBA: The PLU Bachelor of Business Administration degree program prepares you for a broad range of careers in industry, government and nonprofit organizations. Undergraduate concentrations in accounting, finance, management & human resources, marketing, or individualized such as international business and supply chain offer specializations to complement the fundamental education required in an increasingly competitive, global business environment.

MBA: The PLU MBA is a transformational academic experience in which you will begin to see and analyze the business world differently. This strategy degree will prepare graduates to be leaders in their organizations with a focus on innovation.

MSF: The PLU MSF is pragmatic and industry-focused, yet grounded in its cross-disciplinary foundations. Graduates are equipped to hit the ground running with a powerful set of skills and tools from a curriculum designed in collaboration with industry.

MSMR: The PLU MSMR program has been developed specifically to provide students with in-demand and relevant business skills. The program prepares students to engage in thoughtful marketing research inquiry within an ethical context. Marketing research professionals provide analytical insight and inform decisions to achieve the goals of profit and non-profit organizations.

PLU SCHOOL OF BUSINESS

AACSB: PLU School of Business accreditation since 1971. Fewer than 5% of universities worldwide have achieved this elite distinction.

LOCATION: The PLU campus is located in the Seattle/Tacoma area of Washington state and is home to some of the world's largest firms.

HOUSING: PLU offers affordable on-campus housing.

MORKEN CENTER: The School of Business offers courses in the Morken Center for Learning and Technology. It offers state-of-the-art technology in its classroom spaces and dedicated computer facilities.

GRANTS, FELLOWSHIPS, AND SCHOLARSHIPS ARE AVAILABLE

Bachelor of Business Administration
BBA

What:
The Bachelor of Business Administration degree program prepares students to be successful leaders in the global economy.

How:
128 credits; 56 credits from the School of Business
September – May
Internships optional
Concentrations available in Accounting, Finance, Management and Human Resources, Marketing and Individualized

Highlights:
- Students have the opportunity to meet with corporate leaders, network with alumni and hone their job searching skills with workshops in resume writing, mock interviews, etiquette dinners and more.
- The School of Business encourages active participation in School of Business student led groups or chapters in organizations such as, American Marketing Association, Beta Alpha Psi, Beta Gamma Sigma, Society for Human Resource Management and Student Investment Funds.
- All courses are taught by Ph.D. and professionally qualified faculty (no teaching assistants).

Curriculum:
BUSA 201 Introduction to Business in the Global Environment
BUSA 202 Financial Accounting
BUSA 203 Managerial Accounting
BUSA 302 Finance for Managers
BUSA 303 Business Law and Ethics
BUSA 304 Business Law and Ethics for Financial Professionals
BUSA 305 Behavior in Organizations
BUSA 308 Principles of Marketing
BUSA 309 Creating Value in Operations
BUSA 310 Information Systems and Database Management
BUSA 499 Capstone: Strategic Management
Plus 16 credits of upper division electives

Master of Business Administration
MBA

What:
The MBA program is founded on the cornerstones of leadership, creative innovation, global awareness and ethical responsibility. It is designed for both business and non-business majors.

How:
Completed in as little as 9 months
36-44 semester credit hours
Rolling admission
No prerequisites
Flexible schedule
Late afternoon & evening classes
Can be completed full or part-time

Highlights:
- Ten day International Experience built into the program.
- Opportunity to focus your degree.

Curriculum:
BMBA 509 Global Business Perspectives * *includes International Experience*
BMBA 510 Legal, Ethical and Social Responsibilities of Business
BMBA 511 Accounting for Decision Making
BMBA 513 Marketing Management
BMBA 515 Organizations, Leadership and Change Management
BMBA 517 Understanding and Managing Financial Resources
BMBA 521 Supply Chain and Information Management
BMBA 522 Quantitative and Managerial Decision Analysis
BMBA 523 Business Strategy and Innovation

Optional Emphasis Areas
Adding two additional courses (8 credits) in a summer term adds an emphasis in:

Technology and Innovation Management

Health Care Management

Entrepreneurship and Closely-Held Enterprise

Master of Science in Finance
MSF

What:
The MSF curriculum is CFA aligned to prepare you for a career in the financial industry.

How:
10-month program, September – June
40 semester credit hours
Full-time cohort model
STEM-designated

Highlights:
- MSF accepted into CFA Institute's University Recognized Program.
- Cross-Disciplinary faculty and courses, which includes finance, accounting, economics and mathematics.
- Gary Baughn MSF Student Investment Fund managed independently by the graduate cohort.

Curriculum:
Fall Semester
ECON 503 Economics for Finance
BMSF 505 Financial Econometrics
BMSF 512 Financial Accounting: Reporting & Analysis I
BMSF 514 Foundations of Finance

January Term (Rotating Offering)
ECON 516 International Economics
BMSF 518 Financial Accounting: Reporting & Analysis II
BMSF 530 Financial Markets, Institutions & Intermediaries
BMSF 595 Internship

Spring Semester
BMSF 507 Mathematical and Stochastic Foundations for Finance
BMSF 532 Valuation, Fixed Income, Derivatives, Alternatives
BMSF 534 Portfolio Theory and Management
BMSF 536 Advanced Corporate Finance

June Term
BMSF 538 Risk Management
BMSF 599 Capstone: Integration and Graduate Research in Finance

Master of Science in Marketing Research
MSMR

What:
The MSMR program has been developed specifically to provide students with in-demand and relevant business skills. It is designed to prepare you for a career in marketing analytics or advance you toward doctoral studies.

How:
10-month program, September – June
38 semester credit hours
Full–time cohort model
STEM-designated

Highlights:
- Curriculum informed by the Core Body of Knowledge from the Marketing Research Association (MRCBOK©), standards of the American Marketing Association and input from marketing executives.
- Prepares students to engage in thoughtful marketing research inquiry within an ethical context

Curriculum:
Fall Semester
BMMR 502 Marketing Strategy
BMMR 504 Quantitative Marketing Research
BMMR 506 Sampling and Experimental Design
BMMR 508 Qualitative Marketing Research

January Term
BMMR 598 Graduate Research Project in Marketing I

Spring Semester
BMMR 524 Advanced Research Methods
BMMR 526 Big Data and Digital Analytics
BMMR 528 Consumer Behavior and Customer Relationship Management (CRM)
BMMR 530 Data Mining

June Term
BMMR 599 Graduate Research Project in Marketing II

PACIFIC LUTHERAN UNIVERSITY

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