USL College of Business excels

USL's College of Business Administration offers opportunities for undergraduate and graduate students with career plans in all aspects of business. The college prepares men and women for entry positions of responsibility and leadership in business and administration.

A core of professional courses, common to all areas of business and administration, is required of all students. Furthermore, the college possesses state-of-the-art microcomputing facilities and promotes extensive computing throughout its curricula.

Within the college, students may specialize in one of several areas. For more information on any USL College of Business Administration major, call (318) 231-6491.

Accounting and Legal Studies

Starting salaries for individuals employed in public accounting are in the $25,000 range; those accepting positions in industry may receive slightly higher starting salaries. Employers of USL accounting graduates range from large corporations to small proprietors, spread over a wide geographic area.

Graduates of the USL accounting program continue to lead the state in terms of performance on the uniform CPA examination. Recent graduates have an overall pass rate on the exam of 68 percent, and achieve higher results (65-75 percent) on selected parts.

Administrative Office Systems and Business Communication

The college's required core courses provide the foundation needed for good decision making, while business communication courses develop the ability to effectively communicate these decisions to people.

Graduates from this program find jobs in sales management, public relations, personnel management and office management.

The department offers a four-year executive secretary curriculum as well as a two-year associate degree and a one-year certificate. For secretaries and clerical workers who are prepared, skilled and competent, the chance for upward mobility is greatly increased.

Economics and Finance

Graduates are prepared for careers in business and organizations with national and international orientation. Their training equips them to compete successfully for positions in many corporate divisions that are considered ideal channels for promotion to higher level ranks of management. Either curriculum prepares students to enter law school or graduate school.

USL has facilities and courses in computer science and statistics which integrate and complement offerings in economics and finance.

Business Administration

The business administration curriculum is designed for those students who feel that a broad study of business, rather than a narrower speciality, will prepare them for their career goals.

Management and Quantitative Methods

USL's management and quantitative methods department prepares students for managerial positions by instilling in them two major elements of any manager's job: knowledge and judgment.

Students are encouraged to think logically and creatively, and to participate in classroom activities to help them develop interpersonal and technical skills to make them good managers.

Marketing

The marketing concentration offers courses designed to teach students customer-centered marketing-management theories, marketing techniques and strategic marketing decisions. Offerings include courses which provide insight into marketing problems from raw material sources to the consumer. Many courses focus on domestic marketing and several have a multi-national focus.