

A. B. Freeman School of Business

Mailing Address

A. B. Freeman School of Business
Goldring/Woldenberg Hall I, Suite 200
Tulane University
New Orleans, LA 70118

Telephone Numbers

Office of the Dean
Dean: Angelo S. DeNisi, PhD
Phone: (504) 865-5407

The A.B. Freeman School of Business houses three academic areas (behavioral science, economic science, legal studies and business) offering undergraduate majors in accounting, consumer behavior/marketing, finance, legal studies in business, managing human and social capital, and strategy and entrepreneurship.

In addition to its undergraduate offerings, the Freeman School offers the Master of Accounting, Master of Business Administration, Master of Finance, and Doctor of Philosophy degrees. The MBA strategically focuses on the global business environment and experiential learning. The school's partnerships with schools and programs in Latin America and Asia continue to expand and build a truly global MBA program. Experiential learning emphasizes hands-on experience, provided through such programs as the Burkenroad Reports, the Darwin Fenner Investment Fund, and practice classes, which involve projects associated with the rebuilding of New Orleans.

The MBA program develops practical skills within the context of a global environment. As these initiatives develop, they are extended to the BSM program. This ensures a truly unique program that is attractive to students and employers alike. The MBA can be earned through the traditional two-year program, the part-time Professional MBA program, or the accelerated Executive MBA programs in several locations worldwide.

MISSION

The mission of the A. B. Freeman School of Business is to be a leading private business school dedicated to preparing current

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and future business leaders to compete in global business and to advancing the practice of management through excellence in teaching, research and, service.

HISTORY

The College of Commerce and Business Administration was founded in September 1914, supported by business leaders who envisioned a school that would strengthen the New Orleans economy and capitalize on its international ties. Under the leadership of Dean Morton A. Aldrich, the College joined 16 leading business schools in founding The Association to Advance Collegiate Schools of Business (AACSB International) and thus set the standards for business education in the United States. The School has maintained continuous accreditation since 1916.

In 1984, the A. B. Freeman School of Business was named in honor of Alfred Bird Freeman, founder of the Louisiana Coca-Cola Bottling Company. Freeman, a renowned business innovator and civic leader, advocated foreign trade zones and further development of the port of New Orleans.

Today, the Freeman School continues to meet the needs of the business community—locally, nationally, and internationally—by educating the leaders of today and tomorrow through its Bachelor of Science in Management, Master of Business Administration, Master of Accounting, Master of Finance, and Doctor of Philosophy in Business Administration degree programs.

FACILITIES

The Freeman School is housed in Goldring/Woldenberg Hall I and II, state-of-the-art complexes offering an outstanding educational environment and professional support services.

Lillian A. and Robert L. Turchin Library

The Turchin Library provides both print and electronic resources in support of the teaching, learning, and research activities of the Freeman School, as well as supplies the business and management information needs of Tulane students and faculty, in general. The library is open 78 hours per week during the normal semester and has extended hours during exam period.

Management Communication Center

The MCC offers professional writing instruction and assistance in developing business presentation skills.

Management Technology Center

The MTC is equipped with Pentium-class multimedia workstations that have school-required software, access to the Freeman network, Internet access, and access to the university's shared systems. Use of the MTC is limited to Freeman School students, and Tulane ID cards are required to gain entry.

Classrooms

Both Goldring/Woldenberg Hall I and Goldring/Woldenberg Hall II have classrooms. Though students may occasionally have classes in both buildings, in general, Goldring/Woldenberg I (G/W I) houses undergraduate education.

Media Services

Located in Room 261 of G/W I, Media Services provides a wide range of audio/visual equipment and support for class presentations. All classrooms are equipped with a ceiling mounted projector, an Intel Pentium computer, a stereo DVD/VHS videocassette player, and a variety of the latest presentation technology. Media Services provides video recording services for both taping class presentations and simulated job interviews in its two-camera color television studio. Digital editing for class projects is also available.

Career Management Center

The Career Management Center (CMC) at Freeman provides all business school students, beginning freshman year, with the professional resources to implement effective job searches. The CMC provides the following services and activities: one-on-one career plan coaching; résumé and cover letter assistance; mock interviewing; job market exploration and navigation assistance; referrals for internships and full-time employment; presentations and networking opportunities with employers and alumni; assistance with salary negotiations and offer acceptances; and, workshops and presentations for student organizations.

Networking

Each year, the CMC hosts several networking events to unite students with alumni and companies. These events provide students with the opportunity to enhance their communication and interpersonal skills while meeting valuable contacts within the business community.

Freeman Days in New York, Houston, and New Orleans: Students are given the opportunity to network with Freeman alumni and affiliates in these three business communities during the peak recruiting season. Site visits and interviews are arranged based on employer interest.

Recruiting

The CMC has a formal recruiting program that brings high quality employers to campus to meet with and interview Freeman students. Over 100 companies per year recruit future employees from the Freeman School. In addition, the Freeman School is affiliated with national organizations that host yearly events designed to facilitate interviews among students and employers. Recruiting activities include, but are not limited to:

Mardi Gras Invitational Career Fair: The two-day event, sponsored by Tulane University and other New Orleans-area colleges and universities, provides students access to over 125 local and national employers seeking candidates in all majors and disciplines for internship and full-time employment.

Résumé Books: Full-time and internship résumé books profile the incoming and graduating classes and are distributed to local and national companies.

On-line Résumé Database: Employers receive 24-hour access to view and obtain student résumés from the CMC's web-based résumé file.

Information Sessions: Company representatives visit campus to provide students with the opportunity to learn more about their organizations.

On-Campus Interviews: Companies conduct interviews in the CMC interview suites upon request.

Resources

The CMC also provides students with a variety of resources and services for access to the latest career-related research and reference information.

CMC Website: The official website of the Career Management Center provides direct links to reference materials and resources relating to students' career development. Students may also access full-time listings, internship listings, on-campus recruiting schedules, a bulletin board of scheduled workshops and seminars, and detailed information regarding upcoming events and activities seven days a week, 24 hours a day.

Mentors: The CMC maintains a database of over 800 Freeman alumni who have volunteered to serve as advisers to students.

Resource Library: The CMC Library includes an array of reference materials, including directories, contact information, and publications to assist students with career information and the job search. On-line resources include access to the *Vault Guides*, *Going Global*, and *WetFeet*.

Watts Line: Private phone lines are available to assist students with contacting out-of-state employers and alumni during business hours. A fax is also available to aid students in the job search process. Both services are available during office hours at no cost to students.

CENTERS OF EXCELLENCE

The Freeman School has established several centers of excellence that complement its educational mission and promote specialized research and community outreach.

William B. and Evelyn Burkenroad Institute for the Study of Ethics and Leadership in Management: Created in 1990, the goal of this institute is to increase the understanding of leadership and ethics in business. The institute encourages fundamental research on individual and organizational decision-making in business.

Freeman Center for Doctoral Studies and Research: Established in 1992 through a generous endowment from the Ella West Freeman Foundation, the Freeman Center, located on the seventh floor of Goldring/Woldenberg Hall I, houses the Freeman School doctoral program in business administration..

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The Freeman Center, which provides funding for doctoral students and graduate faculty, was founded to facilitate faculty and student research and to serve as a conduit for the doctoral program to reach a preeminent position in management education and research. The Center features offices, equipped with computers and research facilities for doctoral students and research programs.

Goldring Institute of International Business: Established in 1991 and named for the Goldring family, longtime contributors and supporters of Tulane and the Freeman School, the Goldring Institute administers Freeman School international programs. The Goldring Institute is guided by an advisory board of distinguished business, government and academic leaders who contribute to the achievement of the Institute's goals. The Institute's activities are divided into three major categories: Academic Programs, Center for Latin American Business Studies, and Research Programs.

Levy-Rosenblum Institute for Entrepreneurship: This institute, founded in 1991 through a gift from the Levy-Rosenblum Family Foundation, provides a forum where the Freeman School assists the corporate and family business community to identify and explore business issues through shared learning experiences. The Institute also trains and inspires entrepreneurs through coursework, community service projects, research assistantships, and internships. Additionally, it contributes to regional economic development through the coordination of joint academic, government, and business initiatives that stimulate private enterprise. The Levy-Rosenblum Institute seeks to fulfill its goals by organizing its efforts into four divisions: Corporate Partners for Community Service Program, Entrepreneurial Studies and Research Program, Family Business Center, and Economic Development Center.

Stewart Center for Executive Education

Founded in 1982 and named in 1994 in recognition of Frank B. Stewart and his family, longtime supporters of Tulane University, the Stewart Center offers working professionals the opportunity to earn an MBA with minimal interruption to their careers.

SPECIAL PROGRAMS

The Executive Master of Business Administration (EMBA)

Programs: Tulane's EMBA programs provide a convenient format for experienced managers and professionals to earn their MBA degrees while maintaining their full-time careers. Students gain advanced management knowledge, which they are able to apply immediately to their work. Classes are taught in an accelerated, weekend format. The Freeman School conducts EMBA programs in the U.S. (New Orleans and Houston) and abroad (Chile, China, and Taiwan). The program is fully accredited by AACSB International and is consistently ranked among the top EMBA programs in the U.S. and Latin America by *Business Week*, *AmericaEconomia*, and other publications. Graduates earn a Tulane MBA degree.

Partnership Certificate Program: The Freeman School has been instrumental in establishing executive education programs in Latin America and in Asia in conjunction with prominent universities and corporations. Program graduates earn certificates from Tulane, often coupled with MBA or Master of Management degrees from the partnering university.

Custom-Designed Management Development Programs:

Executive management training programs are custom-designed to equip mid- to upper-level managers with the skills and knowledge needed to meet challenges and changing demands in today's businesses. Courses may be selected from a standard selection or customized to address unique client issues. Working with program faculty or administration, the client may create an effective program that suits its specific management training needs.

Corporate Master of Business Administration (MBA)

Programs: The Freeman School has initiated in-house MBA programs for corporations in the United States (Entergy) and in Asia (Solectron). These programs meet all AACSB International accreditation standards and seek to incorporate materials and courses specific to the sponsoring company.