CONSIDER THIS: A good business school teaches management fundamentals and covers the functional areas of an organization. A great business school transforms the way you think, lead, and give back to the global community.

What distinguishes Washington University in St. Louis?

The Freshman Experience 2
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Majors and Minors
Scan with your smartphone to view information on majors and minors or go to http://www.olin.wustl.edu/academicprograms/BSBA/MajorsMinors
Talk to Washington University students and you hear the same comment repeatedly: “Students really do matter here.”

The size of each undergraduate business cohort — about 175 students per entering class — allows professors to take an individualized approach to management education. Accessibility and responsiveness are Olin faculty trademarks. Professors know you by name and encourage you to take an active role in your learning.


Leverage Washington University’s reputation for excellence — and increase your marketability — by earning your business degree in combination with studies in the arts and sciences, architecture, art, and engineering.

Or combine your Bachelor of Science in Business Administration (BSBA) with a Master of Accounting (MACC), a Master of Science in Finance (MSF), or a Master of Science in Supply Chain Management (MS/SCM). Or check out Olin’s highly selective 3+2 MBA Program, which allows you to earn a BSBA and MBA in five years instead of the typical six.

The Hatchery — Business Planning for New Enterprises In Olin’s capstone entrepreneurship course, students form teams around a commercial or social venture idea proposed by a student or community entrepreneur. Each team creates a comprehensive business plan from idea conception to delivery of the product or service.
The Freshman Experience

“Washington University in St. Louis offered me an explorative college career. I left home, came to a new place, met new people.

I have found an invigorating academic challenge here. I’m planning to study business and engineering. In business, I’ve gained new friends, but also critical thinking skills, particularly through the case competition that is part of Management 100, Individual in a Managerial Environment. And in engineering, my first course, Computer-Aided Design, was very hands-on and applied.

You’re surrounded by great people here from diverse backgrounds and cultures. And professors are open and friendly.

I really enjoy the campus experience. My dorm room is better than my room back home! My classes are only a few minutes away. And I have enjoyed being involved in Olin’s Freshman Initiatives, which plans events to bring the Class of 2016 together, as well as the National Society of Black Engineers Pre-College Initiative Committee, which works to educate and encourage St. Louis high school students to go to college.”

—Darius Calliet

**OLIN SIGNATURE PROGRAM**

**Foundations of Business** A fall course team-taught by senior faculty and academic advisors teaching you to:

- Think critically about business
- Understand business disciplines
- Participate in entrepreneurship teamwork
DARIUS
Calliet

HOMETOWN: NEW ORLEANS, LOUISIANA

HIGH SCHOOL
St. Martin’s Episcopal School

EDUCATION
BSBA Class of 2016

MAJOR
Undecided but plans to study business and engineering

DARIUS’ FRESHMAN COURSES

Fall Semester
Individual in a Managerial Environment
Foundations of Business
Computer-Aided Design
Calculus II
General Physics I

Spring Semester
Microeconomics
Calculus III
General Physics II
Writing 1

Scan with your smartphone to view information on student life or go to http://www.olin.wustl.edu/academic programs/BSBA/StudentLife
Learning to take initiative and to think differently — that’s the strength of Olin. Bottom line: Olin creates leaders, not just doers.

Washington University provides a wide range of courses, competitions, and projects that give you on-the-job experience.

“Olin undergraduates are intelligent, inquisitive, and energetic. Consequently, our curriculum is comparatively conceptual, emphasizing depth of understanding together with reasoning skills. It is essential that students practice putting the ideas they have learned to work. In particular, they must move beyond observing how others have done this to doing it themselves. They must take part in real business opportunities. These experiential activities are essential to realize the potential of our students’ intellect and deep understanding of business concepts.”

Glenn MacDonald
John M. Olin Distinguished Professor of Economics and Strategy

Skandalaris Center for Entrepreneurial Studies A catalyst connecting Washington University’s seven schools to one another and to the stakeholders in our community, the Skandalaris Center supports entrepreneurship and innovation. Accelerating innovation is critical to Washington University’s role as a leading academic institution and a key pillar of a world-class university that invites our faculty, students, and the surrounding community to be leaders in a fast-changing global world.
Olin students can apply their business skills and earn academic credit for real-world experiences that include growing endowment or investment funds, researching products and services, analyzing marketing strategies, and evaluating lean manufacturing processes. Olin’s Center for Experiential Learning offers students these opportunities, which simultaneously provide cost-effective or pro bono management expertise to businesses and nonprofit agencies in the St. Louis area and beyond.

A team of practicum students currently is tackling a project that focuses on the renovation of Olin’s Simon Hall. The students are helping to guide the re-envisioned space to complement two new business school buildings under construction — Knight Hall and Bauer Hall — scheduled for completion in spring 2014.

Taylor Community Consulting Program

Few programs have touched as many nonprofit organizations so positively and in so many ways as this one. Through the six-week Taylor Community Consulting Program, Olin students address business issues in the areas of market research, brand audit, strategic planning, and financial and operational assessment pro bono to St. Louis-area nonprofit organizations. Professional consultants serve as mentors to the teams of two to four students.

A SAMPLING OF RECENT PROJECTS

- Brand audit for St. Louis Bicycle Works
- Operational assessment for Center for Hearing & Speech
- Market research for Paraquad, Inc.
- Operational assessment for Greater St. Louis Book Fair
- Strategic plan for National Council of Jewish Women
- Market research for New City School
- Brand audit for Girls, Inc. of St. Louis
I decided to double major in finance and environmental policy and to minor in energy engineering because I am interested in how businesses will move forward as resources become scarcer. Energy in particular is intriguing to me. The academic flexibility of the university allows you to craft an experience that is the most meaningful for you.

— Michael Land
HOMETOWN: VIENNA, VIRGINIA

HIGH SCHOOL
James Madison High School

EDUCATION
BSBA Class of 2015

MAJORS
Finance (Olin);
Environmental Policy
(Arts & Sciences)

MINOR
Energy Engineering
(Engineering & Applied Science)

INTERNSHIPS
**Summer 2012** — ENVIRON International, Arlington, Virginia

MICHAEL'S SOPHOMORE COURSES

**Fall Semester**
Differential Equations
Earth and the Environment
Capital Markets and Financial Management
Building Your Career Foundation: Techniques and Strategies
Management Communication
Managerial Statistics II

**Spring Semester**
Investments
Principles of Marketing
The Legislative Process
Topics in Politics: Theories of Social Justice
Global experience is invaluable in an interconnected world marketplace. Olin offers a wide variety of international study opportunities. Take advantage of short-term, summer, or semester-long immersive programs. Or consider an internship while studying abroad.

The European Study Tour was an amazing opportunity during which I went to Warsaw and met with officials from the National Bank of Poland, the Ministry of Finance in Poland, and the Polish Ministry of Rural Development and Agriculture. Taking that knowledge, I applied it in the mock parliament that was part of our visit to Brussels. We also heard lectures from members of the European Parliament and other professions who taught us more about the European Union. It was a once-in-a-lifetime experience that I certainly will never forget.” Greg Porter, BSBA ’14

Above: Greg Porter in Belgium with Arushi Balla (center), BSBA ’14, and Alexandra Frey, BSBA ’14
INTERNATIONAL INTERNSHIPS

Olin incorporates full-time internships into select semester-long study abroad programs. We offer internships in six international destinations, including Sydney, Australia (pictured above), as well as Washington, D.C.

Academic Study And Language Programs

- University of Melbourne (Australia)
- FGU (São Paulo, Brazil)
- Chinese University of Hong Kong (Hong Kong, China)
- Hong Kong University of Science and Technology (Hong Kong, China)
- DIS (Copenhagen, Denmark)
- ESCP Europe (Paris, France)
- WHU Otto Beisheim School of Management (Vallendar, Germany)
- Bocconi University (Milan, Italy)
- University of Maastricht (The Netherlands)
- Singapore Management University (Singapore)
- Carlos III (Madrid, Spain)

Olin has expanded its global footprint through strategic partnerships:

Internship-Based Study Programs

- Sydney, Australia
- Shanghai, China
- London, England
- Paris, France
- Vallendar, Germany
- Herzliya/Tel Aviv, Israel

Scan with your smartphone to view information on international study or go to http://www.olin.wustl.edu/academicprograms/BSBA/InternationalStudy
The Junior Experience

“I could never have predicted how I would be challenged intellectually and personally. Being continually surrounded by such an intelligent group of students has helped me learn not only from my classes, but also from engaging discussions. And anywhere I walk on campus I see friends from class, my floor, or activities, but at the same time the list of students I’d like to get to know better keeps growing.

Olin courses have been my favorite because of the diverse subject matter, dedicated faculty, and engaged students. Many classes focus on cases, real business problems that companies have faced. Through the lens of a practical problem, we’re able to work individually and in groups to better understand finance, accounting, human resources, or marketing.

The Spanish language and culture classes as well as the business classes I am taking in Madrid are examples of the way Wash U helps its students gain a breadth of knowledge and pursue their varied interests. I am learning with students from around the world, which allows me to see international business issues and daily life from a broader perspective.”

—Katie Bush

Women’s Mentor Program This Olin program connects selected sophomores with professional women who are positive role models and mentors, helping the students enhance their professional and technical skills.
KATIE'S JUNIOR COURSES

**Fall Semester/St. Louis**
- Planning for International Learning
- Intermediate Financial Accounting Theory
- Managing People in Organizations
- Spanish Literature II
- Spanish-American Literature of the Long 19th Century: From Empire to Nation

**Spring Semester/Madrid**
- Operations and Supply Chain Management II
- Financial and Monetary Macroeconomics
- European Study Tour
- Business Spanish
- Spanish Culture
- Spanish Language

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**HOMETOWN: MADISON, WISCONSIN**

**HIGH SCHOOL**
Edgewood High School

**EDUCATION**
BSBA Class of 2014

**MAJORS**
Accounting, Organization & Human Resources (Olin)

**MINOR**
Spanish (Arts & Sciences)

**INTERNSHIPS**

- **2012** — Program director, City of Fitchburg Recreation Department, Fitchburg, Wisconsin
- **2013** — Financial analyst intern with General Mills, Minneapolis, Minnesota
So how does Washington University give you a more competitive advantage in the marketplace?

Olin’s Weston Career Center team gets you ready for business, providing expertise, counsel, and resources to lay the foundation for your lifelong professional development. Your partnership with the career center begins your first semester, continues into Building Your Career Foundation: Strategies and Techniques, a fall-term course taken your sophomore year, and progresses as you make decisions about internships and employment.

You discuss your interests and goals with an advisor, and develop a targeted strategy to meet those objectives. You also complete self-assessments … research industries and companies … refine your résumé and cover letter … create a marketing plan to promote your brand and outline your value proposition to potential intern providers and employers … and perfect an “elevator pitch” that summarizes your strengths and prepares you for networking.

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<tr>
<th>ORGANIZATIONS THAT HIRED STUDENTS FOR FULL-TIME OR INTERNSHIP POSITIONS:</th>
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<td>Accenture</td>
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FOUR-YEAR ACTION PLAN

We’ll help coach you to develop your individualized plan.

1.

FRESHMAN YEAR

This is a time of exploration and information gathering. Start the process now to make informed choices about possible careers.

2.

SOPHOMORE YEAR

Pursue activities, interests, and related classes that add to your résumé and overall experiences. Prepare yourself to make decisions about your major and develop internship strategies.

3.

JUNIOR YEAR

Gain solid experience in your field through internships, volunteerism, class projects, practices, and clubs. Work with a career advisor to develop your internship search strategy.

4.

SENIOR YEAR

This is the home stretch. Meet with an advisor to refine your job or graduate school search strategies. Don’t delay — application deadlines and on-campus recruiting start early in the academic year.

BSBA CLASS OF 2012
FULL-TIME EMPLOYMENT STATISTICS

Placement and Median Annual Salary by Industry

- Financial Services: 36%, $68,000
- Retail: 13%, $51,000
- Consulting: 9%, $70,000
- Consumer Products: 9%, $56,000
- PR/Advertising: 8%, $53,000
- Technology: 5%, $63,000
- Other: 20%, $55,000

Other includes Entertainment, Government, Nonprofit, Technology, Transportation

Scan with your smartphone to view information on building your career foundation or go to http://olincareers.wustl.edu/EN-US/what-we-do/services-we-offer/Pages/BSBA.aspx
CRISTINA Vega

HOMETOWN: MIAMI, FLORIDA

HIGH SCHOOL  Our Lady of Lourdes Academy
EDUCATION  BSBA Class of 2013
MAJORS  Economics & Strategy; Health Care Management
STUDY ABROAD  Madrid, Spain
INTERNSHIPS  
  Summer 2010 — Compliance intern, Banco de Credito e Inversiones, Miami
  Summer 2011 — Research intern, Batchelor Children’s Research Institute, Miami, and administrative intern, Big Brothers/Big Sisters of Greater Miami

CRISTINA’S SENIOR COURSES

Fall Semester
  Financial Statement Analysis
  Market Competition and Value Appropriation
  Applying International Experiences
  Spanish-American Literature II
  The Welfare State and Social Policy in America

Spring Semester
  The Economics of Human Resource Management
  Research in Health Care Management
  Business Strategy
  Empirical Techniques for Industry Analysis
I chose the Economics & Strategy major because it teaches the fundamental economic principles that are applicable to any organization and then applies them to real-world situations. And I chose the Health Care Management major because health care is an impactful, fast-growing industry and I want to be equipped with the information and skills it takes to be a leader in this industry.

My internships taught me that communication skills are equally as important as technical skills. I also learned that the best way to become involved in a project is to take the initiative.

After graduation, I will most likely be moving to Washington, D.C., to pursue a career at the intersection of the public and private sectors.

Washington University prioritizes its students and is eager to receive any feedback we have on how to continue improving. It also encourages students to be well rounded, supplementing its flexible academic programs with a wide variety of extracurricular activities. And students here help each other reach their maximum potential.

—Cristina Vega

Health Care Management The centerpiece of Olin’s major and minor in Health Care Management is Olin Grand Rounds: The Business and Practice of Medicine. A team-taught faculty collaboration between Olin Business School and Washington University’s School of Medicine, Olin Grand Rounds engages you to better understand health care organizations.
Washington University alumni can do anything. What Olin graduates learn applies on Wall Street as well as Main Street. Regardless of where your dreams lead you, we stay connected with you for a lifetime.

ENDURING TIES

When Erin Harkless, BSBA ’05, moved to New York City to work as an analyst for Goldman Sachs Asset Management after graduation, she already had a lot to offer.

A native of San Antonio, Texas, she had graduated from Washington University with triple majors in finance, international business, and English. Her résumé also boasted a semester of study in London and an internship at Merrill Lynch in New York City.

“The chance to combine my interest in finance with my love of English was the main reason I chose Washington University,” she says. “I felt at home with other students who wanted to explore different combinations of subjects. It was exciting, and my professors were very supportive of my choices.”

After five years on Wall Street and earning her MBA, Erin is now an investment consultant with Cambridge Associates inside the Washington, D.C., beltway. She advises her clients on asset allocation, governance, and other investment matters, all backed by extensive financial research. Her clients include leading nonprofit institutions and private investors on the East Coast and the Midwest.

“The student experience at Washington University is what makes it special. I return to campus about once a year to visit friends, faculty, and administrators. Chancellor Wrighton still recognizes me!”

The Olin Blog: Perspectives from the school community Current students, faculty, and staff share news, insights, and differing perspectives on Olin’s blog. Informative and fun, this online forum provides a glimpse into life at Olin and Washington University. Check out more at OlinBlog.wustl.edu.
Applying for Admission

At Washington University, you can count on personal attention, beginning with the application process. Our admission committee reviews each application individually and personally, looking for students who have challenged themselves inside and outside the classroom.

For specific details on how to apply, refer to the 2014 Undergraduate Viewbook.

Washington University encourages and gives full consideration to all applicants for admission, financial aid, and employment. The university does not discriminate in access to, or treatment or employment in, its programs and activities on the basis of race, color, age, religion, sex, sexual orientation, gender identity or expression, national origin, veteran status, disability, or genetic information. Inquiries about compliance should be addressed to the Vice Chancellor for Human Resources, Washington University, Campus Box 1184, One Brookings Drive, St. Louis, MO 63130.

### SCHOLARSHIPS AND FINANCIAL ASSISTANCE

1. No-loan assistance packages for families with low incomes
2. Financial assistance awards that range up to the full cost
3. Merit-based scholarship programs
4. Need-based scholarships and other financial assistance
5. Free and easy one-page financial assistance application
6. Individualized attention with your own financial assistance counselor
7. A commitment to helping you throughout your undergraduate years
8. Let’s start the conversation early — we want to help.

Student Financial Services
888-547-6670 toll-free or 314-935-5900
financial@wustl.edu

To learn more about Olin Business School:
Olin Business School Undergraduate Program
Washington University in St. Louis
Campus Box 1133
One Brookings Drive
St. Louis, Missouri 63130-4899
314-935-6315
bsba@olin.wustl.edu
www.olin.wustl.edu

To learn more about Washington University:
Office of Undergraduate Admissions
Washington University in St. Louis
Campus Box 1089
One Brookings Drive
St. Louis, Missouri 63130-4899
800-638-0700 or 314-935-6000
admissions@wustl.edu
admissions.wustl.edu

Scan with your smartphone to view information on scholarships or go to http://admissions.wustl.edu

Scan with your smartphone to view information on financial assistance or go to https://sfs.wustl.edu
VISIT US!

While you can find plenty of additional information on our website, nothing takes the place of a visit. That’s the only way to feel the energy and witness classroom interactions, see the facilities, meet the professors, and hear firsthand how research-driven thinking permeates everything we teach and do.

“We have a great reputation for academics, but it’s very important to visit the university to see our community in action,” says Mahendra Gupta, dean of Olin Business School. “There’s so much to experience: the people, campus life, culture, and our great city.”

To get more details or to plan a visit tailored to your interests, call the Office of Undergraduate Admissions: 800-638-0700 or 314-935-6000