

Strategy, Leadership, & Analytics Minor

Spring 2027 Courses

Course Number	Course Name		Faculty	Description
SLAM 1010-01 (3 credits)	Entrepreneurship and Problem Solving		Marcus Coleman/Erica Larsen	How do we make effective decisions, lead others, and use evidence to navigate an increasingly complex world? This course introduces students to the foundational concepts and practices of strategy, leadership, and analytics through an interdisciplinary liberal arts perspective. Students examine how individuals, organizations, and communities define problems, make strategic choices, lead through change, and use data and evidence to inform decisions. Through contemporary examples, discussion, engaged activities, and conversations with leaders and professionals who bring real-world challenges and experiences into the classroom, students explore how they can apply these skills across industries, organizations, and communities. Along the way, students reflect on their own interests, strengths, and goals while beginning to connect their liberal arts education to future academic, professional, and career pathways. This course will be hybrid (in-person, virtual, and asynchronous).
SLAM 1911-01 (1 credit)	Special Topic	TU Emerging Leaders Program	Bridget Fish	This course will prepare students in the TU Emerging Leaders Program to navigate leadership challenges on Tulane's campus and beyond. Using Kouzes and Posner's The Student Leadership Challenge, participants will learn five practices for becoming a more impactful leader. Through interactive activities, reflection, and application of the Leadership Challenge practices, students will develop greater self-awareness, clarify their values, and strengthen essential leadership skills. This course is for students accepted into and participating in the LBC's Emerging Leader Cohort.
SLAM 1912-01 (1 credit)	Special Topic	How Do We Know? Inquiry Across the Liberal Arts	Melissa Balos	Undergraduates are often introduced to research through its practical dimensions, such as locating sources and evaluating evidence. Those practices matter, but they can leave a more fundamental question unexamined: what makes a claim count as knowledge? How Do We Know? begins with this question. The seminar asks students to consider what it means to know something and how assumptions about reality shape what researchers believe they can know. The course examines how philosophical commitments shape research practice. Assumptions about reality and knowledge influence the questions researchers ask and the evidence they consider persuasive. Making those assumptions visible helps students understand why researchers may approach the same problem differently. The seminar gives students a conceptual foundation for understanding the choices that structure research across disciplines.
SLAM 1913-01 (1 credit)	Special Topic	Navigating Difficult Conversations	Matthew Wegman	How do effective leaders navigate conflict without damaging the relationships and communities they depend on? This course explores difficult conversations through the framework of Restorative Practices, examining how relationships are built, strengthened, and repaired. Students learn to approach conflict with empathy, engage in constructive dialogue, and create the relational foundations necessary for meaningful conversations. Through discussion, reflection, and highly participatory exercises, students practice restorative approaches to communication, community building, and conflict resolution while developing their own capacity to lead through challenging situations. These experiences prepare students to navigate disagreement, strengthen relationships, and lead more effectively across classrooms, workplaces, organizations, and communities.
SLAM 2020-01 (3 credits)	Financial Analysis & Budgets		Ron Gard	This course helps students develop fundamental financial literacy for the professional environment. This course offers an accessible introduction, designed especially for liberal arts students who may not have a business background, to the fundamentals of business structures and practices, common financial documents relating to those structures and practices, analysis of those financial documents for understanding and comparing the operations and well-being of companies, and a contextualization of the foregoing within the contemporary economy of globalization. This course will help students better understand the central operations of a company or organization where they may work and the important roles played by different parts or individuals within it. No specific prior knowledge is needed, and there are no pre- or co-requisites for this course.
SLAM 2020-02 (3 credits)	Financial Analysis & Budgets		Lyndrison Lincoln	Do you plan to start your own business or work in a management position but feel like your understanding of financial statements and jargon is inadequate? This course offers an accessible introduction to the fundamentals of financial analysis and budgeting within a business setting. Through engaging assignments and projects, students are introduced to the essentials of the business world like generating and analyzing financial statements, taxation and developing and pitching innovative entrepreneurial ideas. You'll significantly increase your knowledge of business-related financial topics so you can more confidently navigate the upper echelons of the business world.
SLAM 2030-01 (3 credits)	Intro to Data Analytics		TBD	How can data help us make better decisions? This course introduces students to the role of data and analytics in understanding problems, evaluating options, and informing strategic decisions. Students explore how organizations collect and use data, work with data professionals, interpret analytical tools, and communicate insights to different audiences. Through contemporary examples, case studies, and simulations, students examine how organizations use big data, predictive analytics, and other forms of evidence to identify patterns and guide action. Students work with datasets and dashboards to ask questions, interpret results, draw conclusions, and make evidence-based recommendations. No prior data analytics experience is required.
SLAM 2600 (3 sections) (3 credits)	Intro to Creative Industries		Erica Love/Nancy Gunn	Who decides what becomes part of culture, and what makes something valuable, visible, or worth our attention? From contemporary art to Hollywood, music, games, and social media, you'll investigate how artists, creators, institutions, and platforms compete for attention, build audiences, and create cultural and economic value. Through real-world examples, discussion, research, presentations, and creative proposals, you'll come to understand the creative industries woven into our everyday lives, and how they shape what we watch, hear, play, and share.

SLAM 2910-01 (3 credits)	Special Topic	Music Industry Entrepreneurship	Taku Hirano	Behind every artist is a team making decisions about money, timing, and risk. In this course you take that seat. Over the semester you'll build a complete artist business plan: brand identity, fan development, touring and streaming revenue, rights and royalties, and long-term career strategy. You'll run the numbers on real show deals, use the same data tools the industry uses, and hear from working professionals about the calls they got right and wrong. Your plan grows each week and ends as a finished pitch deck. You'll build analytical, financial, and persuasive skills that carry into management, marketing, live events, and entrepreneurship. Whether the career you're building is your own or someone else's, the work is the same.
SLAM 2911-01 (3 credits)	Special Topic	Startup Lab: Build Your Idea	John Ross	Anyone can have an idea. This course is about what happens next, turning an idea into a viable business or venture. Working in teams, students identify a problem they care about and test it using the same questions entrepreneurs, investors, and customers ask in the real world: Is the problem real? Who experiences it? What do customers value? Does the proposed solution work? Students interview potential customers, analyze markets, develop and test an initial solution, and build the strategy and storytelling needed to make a compelling case for their venture. Entrepreneurs, investors, and other leaders from the local startup ecosystem provide feedback and mentorship throughout the process. The course culminates in a competitive pitch, giving students the opportunity to demonstrate their ideas, evidence, and entrepreneurial thinking while competing for startup funding.
SLAM 2912-01 (3 credits)	Special Topic	Intro to Legal Strategies	Ron Gard	Law pervades our modern life, both professional and personal. To the uninitiated, law's language and operations can be mysterious and even intimidating, but legal training unlocks these mysteries and positions you to lead, strategize, engage, and make informed decisions. This course empowers you by introducing you to legal reasoning and logic that allows you to think like a lawyer, whether or not that's your ultimate professional pursuit. You will also learn the practical and conceptual fundamentals of law, including the basics of the U.S. legal system, legal research and writing, and common types of legal documentation. Contemporary legal topics in relevant fields, such as film, music, art, sports, fashion, marketing, business, and finance, will be used as course material and examples. Whether you are interested in law school and becoming a lawyer or you simply want to expand your knowledge and skills for advancement in other professional pursuits, this class is for you. No previous knowledge or prerequisites are required.
SLAM 2913-01 (3 credits)	Special Topic	The Point of the Liberal Arts	Trevor Griffith	What is the point of studying the liberal arts? For that matter, what is the purpose of attending college at all? These questions are at the heart of this course. Students explore the nature, purpose, and significance of higher education through the historical, philosophical, and political ideas that have shaped colleges and universities in the United States. The course examines contemporary challenges facing higher education while encouraging students to consider their own goals, aspirations, and educational experiences. Students also develop practical strategies for academic success and reflect on how a liberal arts education can prepare them for their future.
SLAM 2915-01 (3 credits)	Special Topic	Business of Fashion	Eloise Petro	Where do our clothing and accessories come from? How are business strategies shifting with the implementation of new technology and consumer expectations around sustainability? This course is an exploration of the business side of fashion, including the global supply chain, how fashion businesses are organized, and how brands make decisions around what items to produce and how to produce them.
SLAM 2916-01 (3 credits)	Special Topic	Festival Culture	Ellen Sovkoplas	What makes a festival sell out in minutes and keep people coming back for decades? This course explores how festivals create immersive experiences centered on music, art, culture, and community, and how they shape and are shaped by the places that host them. Students will trace the origins and evolution of festivals across societies and examine the strategies, operations, audience engagement, and sustainability challenges that influence their success. Using New Orleans and the surrounding region as a living laboratory, students attend and evaluate local festivals firsthand, analyzing how organizers balance cultural identity, audience experience, safety, community impact, and financial sustainability. Through these experiences, students will develop skills in strategic cultural programming, leadership, and audience analysis applicable to careers in arts administration, entertainment, experience design, and event management.
SLAM 2917-01 (3 credits)	Special Topic	Business of Toys	Ron Gard	This course provides a critical overview of the multibillion-dollar toy industry. Once a cultural arena reserved solely for children, toys in recent decades have come to permeate culture at all age levels and walks of life. Drawing on research in business, law, economics, sociology, and cultural studies, we will examine the many facets of toys and the toy industry to understand the organization, dynamics, and significance of contemporary global industry, economics, and culture. This class will also work alongside Tulane Law School's spring 2027 symposium on the toy industry. Class members will be paired with law students and will work to understand the cultural, legal, and business aspects of a particular toy. These activities may offer opportunities to publish written work in the Journal of the Copyright Society and to help stage the symposium. No prerequisites or prior knowledge are required, but strong writing and organizational skills are a plus.
SLAM 3010-01 (3 credits)	Principles of Leadership		Amanda Hill	What does it truly mean to lead? In this course, you will explore leadership theories while developing a deeper understanding of your own strengths, values, and leadership style. Through discussion, self-assessments, case studies, guest speakers, and interactive activities, you will examine how leaders build trust, foster inclusive communities, navigate challenges, and inspire others to act. A distinctive feature of the course is the opportunity to practice leadership directly by facilitating class discussions and helping shape the learning experience for your peers. Together, we will create a collaborative classroom community where curiosity, reflection, and multiple perspectives are valued. Along the way, you will strengthen skills in communication, teamwork, emotional intelligence, ethical decision-making, and critical thinking. Whether you hope to lead in your profession, your community, or your everyday life, this course will challenge you to grow as a leader while learning with others and having fun in the process.

SLAM 3030-01 (3 credits)	Marketing Strategies		Erica Larsen	How can nonprofit organizations use marketing to advance their mission, engage communities, and build support for their work? This course introduces students to the principles and practice of marketing through the unique context of nonprofit organizations. Students explore how nonprofits understand their audiences, conduct market research, develop compelling messages, promote programs and services, and build relationships with stakeholders. Through contemporary examples, discussion, applied activities, and real-world marketing challenges, students use marketing tools, models, and frameworks to develop strategies that balance organizational goals with mission, ethics, and community needs.
SLAM 3050 (2 sections) (3 credits)	Public Relations		Kara Schonberg	You've seen it happen: one tone-deaf post, and a brand becomes the internet's punchline overnight. This course explores both the theory and practice of public relations: the core principles behind how professionals build reputations, shape public conversation, and respond to crises in a fast-changing media landscape, and how those principles play out in award-winning case studies. You'll apply strategic planning and write persuasive, AP-style content. The semester builds to a capstone project in which your team develops and presents a PR campaign for a New Orleans nonprofit. Along the way, you'll build strategic thinking, communication, and presentation skills that serve students from every major and carry into communications, marketing, nonprofit leadership, business, and many other fields.
SLAM 3060-01/3890-01 (3 credits) (Service Learning)	Philanthropy and Social Change		Leslie Scott	Through real-time, experiential grantmaking with New Orleans performing arts organizations, students collectively award \$10,000 over the semester, first as grant seekers, then as grant makers. Paired with a community partner for 20 hours of service-learning, students explore nonprofit management, the ethics of resource allocation, and the sector's role in civil society, developing practical skills in complex problem-solving, advocacy, and community engagement. Due to the high volume of interest, registration for this course is by application only. Please complete this form for consideration - https://forms.gle/fkEJsFdvQdKtJ7sE6
SLAM 3100 (2 sections) (3 credits)	Digital Entrepreneurship		Jason Seidman	Entrepreneurship encompasses far more than its popular notion as an innovative idea turned into a multi-million-dollar business enterprise. More fundamentally and importantly, entrepreneurship provides insights, tools, and strategies for building a successful, sustainable organization from scratch to accomplish identified goals. Revenue generation is always part of these operations, giving an organization a powerful means of advancement and growth, but revenue is often not the top priority. This gives entrepreneurship a horizon well beyond traditional business and serves as an important connector to the broad array of cultural material and interests studied in liberal arts. This course surveys developments in entrepreneurship and digital technologies, giving students a practical, hands-on introduction to the lean/agile startup movement and its practices; inbound marketing, branding, and sales; and other practical topics needed to launch new ventures effectively.
SLAM 3110-01 (3 credits)	Financial Literacy		Toni Weiss	This course has been nicknamed "How to Adult!" As juniors and seniors, the time in your life when you will be expected to take on many more financial responsibilities is near. You are learning a lot of great stuff here at Tulane, but how to read a rental lease, what a credit score means, the difference between a W-2 and a W-4, etc., has likely not been on the curriculum. This class will move you many steps forward in the adulting process.
SLAM 3111 (2 sections) (3 credits)	AI & Society		Knud Bertlesen	AI arrived in your classes, your job search, and your feed faster than anyone planned for. So what happens next? You'll investigate how AI is changing learning, work, science, politics, and the environment, then take one industry apart with your team and lead the class through it. Every topic gets four questions: what has AI changed, what might it change next, what follows, and how do you create value in response? Class time is discussion, debate, and student-led research. You'll sharpen your research, argument, and systems thinking, and leave with your own view of a technology reshaping business, policy, media, and the work you haven't chosen yet.
SLAM 3120-01 (3 credits)	Navigating the AI Divide		TBD	Who benefits from advances in artificial intelligence, and who risks being left behind? This course explores how AI, Big Data, and digital technologies are transforming the ways we live, work, make decisions, and interact with the world around us. Students examine the opportunities these technologies create while investigating how access, representation, digital footprints, and existing inequalities shape who shares in their benefits. Through contemporary examples, discussion, and applied analysis, students consider how technological change affects individuals, organizations, employees, communities, the environment, and society. The course challenges students to look beyond traditional measures of innovation and success and consider how emerging technologies can be developed, evaluated, and used in ways that create more inclusive, broadly shared opportunities.
SLAM 3210-01 (3 credits)	Leading Change & Transformation		Lucas Diaz	How can engaged leadership drive meaningful change in organizations and communities? This course explores what it means to lead ethically and collaboratively toward social transformation across diverse contexts. Through student-led discussions, engagement with local practitioners, and hands-on collaboration, students work in teams with community partners to identify challenges and design projects that respond to real-world needs and opportunities. Along the way, students examine the responsibilities and complexities of working with communities while developing transferable leadership capacities in strategic decision-making, inclusive relationship-building, collaboration, and creative problem-solving. These experiences prepare students to lead change, build stronger partnerships, and contribute meaningfully across organizations, communities, and sectors.

SLAM 3600-01 (3 credits)	Film Festivals		Jolene Pinder	Love movies? Ever wondered who decides which ones get seen? Go behind the scenes of the film industry and discover how festivals launch careers, create buzz, build communities and have historically acted as powerful cultural gatekeepers. If you want to enter the entertainment industry or event planning/management after graduation, this class is for you. An experiential learning course, your study will culminate in an IRL event that you plan and lead: the celebrated Tulane Student Film Festival. You will learn about and then tackle curation, marketing, publicity, sponsorship, operations and more, gaining real-world experience in the creative industries while helping put student filmmakers on the big screen.
SLAM 3918-01/3890-01 (3 credits) (Service Learning)	Digital Civic Engagement		Kaitlyn Poe	How can digital platforms strengthen civic participation and help communities address issues that matter to them? This course explores how individuals, community organizations, and civic institutions use digital media to participate in public life, share knowledge, elevate community voices, and foster dialogue around civic and social issues. Students examine how access, representation, inclusion, and digital participation shape who engages in civic life and whose perspectives are heard. Through a community-based service-learning experience, students partner with nonprofit organizations to apply digital strategies to real-world civic and community needs through research, storytelling, public communication, and digital engagement. Students develop skills in civic engagement, strategic communication, collaboration, and community-centered leadership while considering how to use digital tools responsibly to strengthen participation, relationships, and communities. This course fulfills Tier 2 of the service-learning requirement (must be taken alongside SLAM 3890) and requires 40 hours of service.
SLAM 4040-01 (3 credits)	Legal Strategies for Creative Industries		Jason Seidman	Artists and individuals in the creative industries today have greater means than ever before to develop and grow a successful operation in the marketplace. Key to this success, however, is strategically combining one's artistic and creative talents with knowledge of marketplace elements, particularly those related to business legal matters. This course introduces individuals to the foundations of marketplace thinking as a way to assess the needs of their operational model and teaches the essential legal topics needed to maximize the opportunities a given industry offers. Topics include business entity choice and formation, intellectual property identification and protection, employee and independent contractor agreements, and more. Students will have the opportunity to apply course topics to their individual areas of interest and creativity, and to work together to develop a comparative understanding of how the material applies across different creative fields.
SLAM 4560-01 (1 credit)	Internship		Christina Armstrong	This course helps students connect their internship experiences to the skills, relationships, and habits that drive workplace success. Through flexible, asynchronous modules, students explore topics such as workplace communication, time management, organization, professional relationships, technology, inclusion, and career development. Students apply concepts from strategy, leadership, and analytics to real-world workplace situations while reflecting on their own performance, preferences, strengths, and professional goals. Through applied assignments and reflection, students develop practical skills to navigate workplace expectations, communicate effectively, build professional relationships, and make intentional choices about their future career pathways. For more information: https://liberalarts.tulane.edu/slam/academics/internship-policies