

**Auburn University - General EMBA**  
**Class of 2008 – Curriculum**

*Fall 2006*

**BUSI 7146 - Organizational Leadership and Change (3)**

Integrated course covering aspects of individual and group behavior and assessment in organizations, effective team building, and leading organizations through change.

**BUSI 7236 - Cost Analysis and Systems (3)**

Integrates production and cost theory from economics with managerial and cost accounting theory and systems.

**BUSI 7976 - Business Ethics (1)**

This course explores the issues and terminology related to business ethics, as well as the various viewpoints of experts in the area of business ethics.

*Spring 2007*

**BUSI 7136 - Strategic Analysis and the Competitive Environment (3)**

Integrated course covering business strategy and the external environment in a global context.

**BUSI 7976 - International Business (2)**

This course is designed to expose the students to international business operations and culture. Different locations are chosen each year. The students will receive lectures from Auburn faculty as well as renowned faculty from our host institutions, and will also have the opportunity to visit a variety of companies and tour local attractions.

**BUSI 7116 - Financial Analysis (3)**

This is a "tools" course with an emphasis on financial techniques, calculations and strategy. As such, the course will involve completion of a number of financial problems along with discussion of current issues facing corporations. The topics will cover a range of issues from financial analysis to capital budgeting and capital structure issues.

*Summer 2007*

**BUSI 7216 - Marketing and Consumer Theory (3)**

Combines elements of the economics of demand theory and marketing management. Includes advanced pricing topics and the competitive environment.

**BUSI 7126 - Quantitative Analysis for Business Decisions (3)**

This is an integrated course in statistical methods and management science. Students become skilled in the application of prominent quantitative methods to business problems. Students also become proficient in spreadsheet analysis and adept at explaining their quantitative results clearly.

***Fall 2007***

**FINC 7976 - Global Financial Markets (3)**

This course provides an overview of the structure and function of financial markets in countries throughout the world. As globalization intensifies, knowledge of financial markets is becoming increasingly important. The objective of this course is to increase the awareness of the various issues affecting globalization and provide the ability to respond to financial issues affecting firms involved in international activities.

**BUSI 7226 - Operations and Information Technology (3)**

The structure of business operations and the role that information technology plays in formulating and implementing strategies for competitive advantage.

**BUSI 7976 - Special Topics (1)**

Students will choose a special topics course from a selection of 1 hour electives.

***Spring 2008***

**MNGT 7166 - Strategic Analysis of Innovation and Technology (3)**

Development of competitive advantages in high-technology businesses. Examines product/service innovation and technology development and commercialization strategies, and related issues and processes.

**MNGT 7386 - Integrating Info. Technologies to Provide Comp. Advantage(3)**

How to integrate effectively information technologies in formulating and implementing competitive strategies for companies.

**BUSI 7976 - Special Topics (2)**

Students will choose two special topics courses from a selection of 1 hour electives.

***Residencies***

August 5 - 11, 2006	Auburn University Campus
January 7 - 12, 2007	Auburn University Campus
March 9 (departure) -19, 2007	International Trip (Asia)
August 5 - 10, 2007	Auburn University Campus
January 13 - 18, 2008	Auburn University Campus
May 4 - 10, 2008	Auburn University Campus

- \* The first date of each residency reflects the day of arrival, classes will start the following morning
- \*\* All residency based classes will start at 8:00 AM with the exception of the initial residency. It will open with a banquet at 6:30 PM.
- \*\*\* Graduation is currently scheduled for **Saturday, May 10, 2008.**
- \*\*\*\* These dates are subject to change.