Fall 2007 Electives

Goizueta Business School - Open to Emory College Students (BBA_Course_Request@bus.emory.edu)

For more information on DIA coursework:  http://sharepoint.bus.emory.edu/dept/DIA

BUS 450. Foundations of Digital Markets*

Prerequisite: None. Today’s business environment is becoming increasingly dependent on the quality and usefulness of rapidly available information. This is a fact relevant to all business managers who must maintain a finger on the pulse of an ever-changing marketplace. In the contemporary business world, information technology plays a critical role in providing a link between such managers and the global markets around them. This course will provide students with a foundation for understanding the wide-spread impact of these technologies in supporting and influencing the modern digital markets that they will be working in as future managers.

* This course is equivalent to a course in Foundations of Information Systems or Introduction to MIS

BUS 458. Psychology of Technology

Prerequisite: None. IT (information technology) is becoming both pervasive and capable. You interact with IT daily, and so will your clients, customers, colleagues, family and friends. So, what principles guide people’s reactions to, and interactions with, IT? How can we use these principles to design better actions, reactions and interactions? The answers are neither obvious nor easy, but are essential for improving business practices and products. In this course, we will view the latest research in leading laboratories and talk with practitioners. We look at cases and examples, ranging from common business applications to social networking sites, games, agents, and robots. This will lead us to societal issues, emotion, deception, examining the digital divide, artificial intelligence, malware, piracy, privacy, and ethics in virtual societies. In the world of technology, psychology matters.

BUS 459. Virtual Worlds and New Realities

Prerequisite: None. The course will explore issues associated with the emerging types of virtual worlds and immersion technologies changing forms of social and commerce interactions. We will involve both virtual sessions “in-world” and real world classroom sessions. Participants will work on themed projects in virtual worlds, including work with the CDC, Halle Institute, and Pink Magazine. In addition, participants will lead and contribute to themes at an Emory Conference on virtual worlds scheduled for February 2008. No heavy tech skills required – but please note – this course is not a spectator sport. Individuals should be self-motivated and willing to work in a workshop/project-oriented course. (contact benn_konsynski@bus.emory.edu for more information)

Spring 2008 Electives

BUS 358. Decision Tools and Visualization

Prerequisite: None. How can modern data management approaches and technology be used to empower workers, raise awareness and ensure that decisions align with both the strategic objectives and obligations of organizations? In this course, students will learn to develop Excel-based analytical tools, informational frameworks and visual interfaces for improving resource-usage and process effectiveness in support of these issues. In doing so, students will gain the ability to leverage strategic, operational and social awareness in the pursuit of long-term competitive sustainability. (contact elliot_bendoly@bus.emory.edu for more information)

BUS 451. Making Effective Decisions

Prerequisite: None. Prerequisite: None. Every aspect of your life is surrounded by decisions -- those made by you and those made by others. To be a leader, it is essential to understand how to make decisions in this tech-heavy world. How do people interpret situations and data as they do? Why do people (and groups) make mistakes? What role does knowledge play? What should we know about emotion, deception and lying? What do we know of the psychological and neurological mechanisms underlying economic, social and ethical decisions? How can we use this information to better run firms, for example, given the Sarbanes-Oxley Act? These are all important questions regardless of whether you’re trying to lead a team or a firm, determine organizational processes or workflow, or simply improve your own decision making capabilities. While numerical models that support decisions can be critical to management, the nuances of human behavior cannot be ignored in the real-world. This course brings research to practice in improving decision making (and problem solving) in the complex, dynamical world around us. (contact mike_prietula@bus.emory.edu for more information)