• Everyone has been extraordinarily busy in the past few weeks.

• 40 students (22% of those taking the course) have completed the pre-test as of last night.

• This is important for two main reasons:
  1. Establishes a baseline from which to teach the course, and from which to measure our success at the end of the semester.
  2. Gives students a preview of how the final exam might be structured (content and format).

• Please let Prof. Barton know if you have any questions related to this.
  (jan.barton@emory.edu)
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 11</td>
<td>•Introduction to Cornerstone</td>
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<tr>
<td></td>
<td>•MBA Program Office Overview</td>
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<td></td>
<td>•Class of 2016 Honor Code Pledge and Signing</td>
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<td></td>
<td>•Discussion of Core Team Structure</td>
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<tr>
<td>August 18</td>
<td>•Goizueta External Marketing and Social Media</td>
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<td></td>
<td>•Advanced Business Intelligence</td>
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<td>August 25</td>
<td>•Career Management Center Session</td>
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<td>September 22</td>
<td>•Emory University Required Title IX Training</td>
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<td>•Accenture Innovation Challenge</td>
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<tr>
<td>September 29</td>
<td>•Mid-Semester Module Preview (Domestic &amp; International)</td>
</tr>
<tr>
<td>October 6</td>
<td>•Spring 2015 Elective Preview</td>
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<td></td>
<td><strong>Note: The time for this session is extended to 6:00pm</strong></td>
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<tr>
<td>October 13</td>
<td>•Spring 2015 Registration “How To” Session</td>
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<tr>
<td>November 3</td>
<td>•Class of 2016 “Town Hall” Session</td>
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<tr>
<td>December 1</td>
<td>•Fall Semester Core Values Awards Celebration</td>
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</table>
Spring 2015 Mid-Semester Modules (MSM)

• Full Calendar Preview

• Domestic Modules
  – Dates
  – Faculty
  – Topics

• International Modules
  – Destination
  – Dates
  – Faculty
  – Topics
## Full Calendar Preview

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<tr>
<th>Monday</th>
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<tr>
<td>2/23 – Class Day @ GBS</td>
<td>2/24</td>
<td>2/25</td>
<td>2/26</td>
<td>2/27</td>
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- Students have a total of **20 days** between regular classes at GBS
- Monday February 23 is an important class day at GBS
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## Local Mid-Semester Modules (4 Days)

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<tr>
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<tr>
<td>2/23 – Class Day @ GBS</td>
<td>2/24 – Local MSM</td>
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Instructional Team

• Randy Martin, Principal, Deloitte Consulting
  – Human Capital practice; >30 years in consulting
• Peter Topping, Goizueta faculty
  – Active human capital consultant and executive coach

Schedule: Tuesday, February 24th – Friday, February 27th
  8am – 12pm

About the class…

• Cases; best practices; team-based learning; guest speakers
• Explore how organizations integrate human capital strategy with business planning and strategy formulation
• Determine how human capital strategies are tailored to support different organizational models and strategies
• Identify and discuss the major components of a human capital system and how best to integrate/align the elements to create competitive advantage
Using Power & Influence in Organizations

**Instructor:** Rodney Lacey

**Schedule:** Tuesday, February 24th – Friday, February 27th
8am – 12pm

**About the class...**
- Getting things done is always political
  - Depending upon technical competence alone is like taking a knife to a gunfight
- Format: in-class experience/behavior
  - Requires significant out of class reading
- Some takeaways of interest
  - Overcome bias against “being political”
  - Take control of a group
  - Learn how power affects managers
  - Adapt use of power and influence to fit your social and cultural characteristics
Instructor: Doug Bowman

Schedule: Wednesday, February 25th: 8:30am – 12:45pm
Thursday, February 26th: 8:30am – 12:45pm
Friday, February 27th: 8:30am – 4:00pm

About the class...

• hands-on experience using syndicated data to generate market insights, which in turn drive actionable category and product/brand plans.
• organized around a series of topics, each of which begins with a short overview/tutorial by the instructor, and is followed with a hands-on data exercise.
• 2 or 3 guest speakers to help make the linkages to practice clearer.
• spends about 2 hours helping students to understand how to read and interpret research (white papers; scholarly journals) based on analyses of syndicated data.
Instructor: Jason Gordon (JD, MBA)

Schedule: Tuesday, February 24\textsuperscript{th}: 1:00pm – 5:00pm  
Thursday, February 26\textsuperscript{th}: 1:00pm – 5:00pm  
Friday, February 27\textsuperscript{th}: 8:00am – 5:00pm

About the class...  
\begin{itemize}  
  \item Acquire a basic understanding of the essential legal concepts for entrepreneurs and business managers.  
  \item Understand the aspects of conducting business in or with a particular business entity type.  
  \item Understand the formation, terms, enforceability, and remedies within a business’ contractual relationship.  
  \item Understand the key Securities law provisions when making an equity investment or selling an ownership interest in a business entity.  
\end{itemize}
Advanced Communication Skills for High Potentials

**Instructor:** Brandon Smith

**Schedule:** Tuesday, February 24th - Friday, February 27th
1:00pm – 5:00pm

**About the class...**

- Understand and apply techniques to clarify and manage expectations with managers
- Assess and synthesize the culture present in any given organization and incorporate that knowledge into your communication strategy
- Practice and apply interpersonal communication techniques related to negotiating salary, setting performance expectations, seeking feedback, effective executive questioning, and setting boundaries
- Applying the concept of “pre-wiring” strategically to multiple settings, organizations and industries
- Understand and plan for the life pressures that accompany high potentials and how those vary based on gender
- Devise a High Potential growth plan for your first 5 years post graduation
Spring 2015 International Mid-Semester Modules
Five Spring 2015 International MSMs

- International MSMs typically cost approximately $3,500 plus airfare
- All international MSMs include a combination of business education and cultural immersion
- All international MSMs are scheduled to leave students with all or some of Spring Break completely free
- International MSMs are for-credit academic courses, and therefore spouses or guests are not permitted

Nicaragua
El Salvador

South Africa

Japan
Hong Kong

Australia
New Zealand

Thailand
Cambodia
Myanmar

Singapore
Thailand
Cambodia
Myanmar

Japan
Hong Kong

Australia
New Zealand

North America
South America
Europe
Africa
Asia
Oceania
### Australia/New Zealand Dates

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Australia/New Zealand

Instructors: Chip Frame & Corey Dortch

Dates: Tuesday, February 24th – March 8th

About the module...

• Australia and New Zealand are becoming global economic forces, supplementing their historic economies of tourism and food export with an increased emphasis on extracting/exporting natural resources and high technology research, development, and manufacturing

• Students will be assigned to teams, each of which will complete pre-work that consists of research into the following aspects of the target countries:
  - **Economic Environment**: Principal Imports/Exports, business and financial climate, emerging opportunities
  - **Social Environment**: Cultural and social history and current climate; integration of indigenous peoples into the emerging marketplaces
  - **Political Environment**: Analysis of historic and current political forces and trends

• **Company visits**: Individual students will be assigned responsibility for each organization visited on the trip; they will be responsible for knowledge of the organization and its industry/environment in order to assist in the discussion during the visit.
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Instructor: Charlie Goetz

Dates: Tuesday, February 24th – March 10th

About the module...

- Cities include Hong Kong, Tokyo, Nagoya, Kyoto, Hiroshima
- **Company visits**
  - GE Asia (Hong Kong)
  - Toyota (Japan)
  - Sony (Japan)
  - Suntory (Japan)
  - Coca-Cola Japan
- **Cultural activities**
  - Group tour in Hong Kong
  - Sightseeing in Kyoto, Hiroshima, and Tokyo including visits to Kiyomizu-dera and the Atomic Bomb Dome.
# South Africa Dates

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Instructor: Patrick Noonan

Dates: Tuesday, February 24\textsuperscript{th} – March 7\textsuperscript{th}

About the module...

- Cities include Johannesburg and Cape Town
- The module will focus on the huge opportunities (and unique challenges) across the continent.
- South Africa adds a unique layer...and a compelling story about leadership and human potential
- Daily business and government visits beginning on February 26\textsuperscript{th}.
- Cultural activities
  - Apartheid Museum
  - Table Mountain
  - Robben Island Prison
  - Winery tours
  - Safari experience
## Southeast Asia Dates

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Instructor: Jan Barton

Dates: Tuesday, February 24th – March 9th

About the module...

- Countries include Thailand, Cambodia, and Myanmar
- The module will provide students with a rigorous first-hand exposure to the cultural, social, economic and political dimensions of doing business in the ASEAN region.
- Each student will be responsible for a 5-10 minute presentation to the group on an assigned topic or visit. The presentations will be delivered to the group on the bus while en route to a site. Presentations will be assigned one month before departure so that you have adequate time to prepare your presentation.
- Company/ Government meetings with focuses on microfinance/economic development, tourism, manufacturing, import/export, diplomacy, and healthcare
- **Cultural activities**
  - Sunset horse-cart ride to Myaukguni Temple
  - Hot air balloon ride over Bagan
  - Tuk-tuk tour of Angkor Thom
  - Killing Fields and Genocide museum
### Nicaragua/El Salvador Dates

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Instructor: Peter Roberts

Dates: Tuesday, February 24th – March 7th

About the module...

• Cities include Jinotega, Managua, Granada, and San Juan del Sur
• This module is heavily focused on Social Enterprise and the research and projects that are on-going through the Social Enterprise at Goizueta center.
• Three specific aspects of social enterprise development will be covered:
  o Sustainable communities
  o Women and children
  o Value-added agriculture
• Cultural activities
  o Farm and community tours
  o Service project in Los Robles
  o Farm/co-op visit
  o Tour of Granada