## Fall 2016 Cornerstone Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 9</td>
<td>Introduction to Cornerstone</td>
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<tr>
<td>August 22</td>
<td>International Mid-Semester Module Preview</td>
</tr>
<tr>
<td>September 12</td>
<td>Transition to Block 2</td>
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<td>GBA Update</td>
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<td>October 3</td>
<td>Spring 2016 Elective Preview</td>
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<td>October 31</td>
<td>Spring 2016 Registration “How To” Session</td>
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<td>November 28</td>
<td>Fall Semester Core Values Awards Celebration</td>
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</table>
UPCOMING DATES:

Monday, October 17<sup>th</sup>
IMPACT Elective Info Session
4:30pm – 5:30pm

Wednesday, October 19<sup>th</sup>
Go Global: International MSM Info Session
4:30pm – 5:30pm
ISOM
Benn Konsynski
ISOM Area
MBA Electives

Preview of Spring 2017
**Fall Offerings***

- BUS 554. Advanced Data Science
- BUS 555/555P. Appcology: New Commerce Infrastructure Systems (NCIS)
- BUS 651. Strategic Decision Analysis
- BUS 653. Operations Strategy
- BUS 655. Business Forecasting & Predictive Analytics

**Spring Offerings***

- BUS 553G. Supply Chain Management  
  *(counts towards Global requirement)*
- BUS 556P. Analytics in e-Markets
- BUS 557 (ACE). Management Science in Spreadsheets
- BUS xxx. Operations & Information Consultancy  
  *(MP Elective)*
- BUS 558P. Organizational Project Management
- BUS 559. Privacy in the Digital Age
- BUS 651. Strategic Decision Analysis
- BUS 654. Service Operations
- BUS 657/657P. Data Analytics & Visualization
- BUS 659/659P. Process Analysis and Six Sigma

All Elective Offerings are open to both day and evening MBA students.

*Note: MP Elective, Priority is given to Fulltime MBAs in their first year; open to others on space-available basis.*
553G. Supply Chain Management
(day & evening offering; counts toward Global requirement)

• This course will introduce students to the state-of-the-art in supply chain management.

• We will explore the current trends in supply networks, the link between supply chain and firm’s strategy, and the issues of incentives, information sharing, trust, coordination, risk, resiliency, and logistical efficiency.

• Students with an interest in consulting, operations management, or business analytics are the primary target for this course. Students interested in private equity, investments, and marketing will find the course useful as those functions are often linked to supply chains.

Instructor: nikolay.osadchiy@emory.edu
556P. Analytics for e-Markets
(evening offering)

• This elective introduces students to the economics of high-technology industries including online markets and digital products.

• Topics covered include network economics, platform models and two-sided markets, pricing strategies, segmentation and versioning for digital products, impact of bundling services, etc. Industries covered include: Software, entertainment (music, video-games and movies), information goods and platforms (Amazon, Apple, facebook, Google etc.) and mobile (hw: Motorola, HTC, iPhone, etc. & carriers: AT&T, Sprint, etc.).

• We will do a mix of cases, games, analytical models and empirical analysis using real world data; speakers from a variety of industries. This is not a basic course, so some amount of interest and exposure to economics, data analysis is required. Student teams will participate in the Google Online Marketing challenge – competition run by Google.

Instructor: ramnath.chellappa@emory.edu
557. Management Science in Spreadsheets

(ACE Offering)

• This course covers traditional management science techniques such as linear programming, integer programming, and simulation. All work is performed in an electronic spreadsheet format.
• The particular problems of the course are focused on finance and operations.
• Topics include asset allocation, arbitrage, short term cash flow planning, and balance sheet management, among others.

Instructor: diwas.kc@emory.edu
"Increasing complexity and volatility are hallmarks of the Digital Age, requiring companies to develop a core competency in the delivery of change. In this landscape, business strategies are enacted through projects, temporary endeavors that produce unique results, delivering change through teams. Often ephemeral, these teams may be composed of personnel from multiple organizations, a fact that underscores the need for shared vernaculars and methods, a need that is met by standards like PMI’s PMBOK Guide and the Organizational Project Management Maturity Model (OPM3), certifications like the PMP and IPMA-C, and methodologies from industry like RUP, Agile/Scrum, and others.

As a project manager, you must initiate, plan, execute, control, and close your projects, and as an executive, you must create a capable system for translating strategies into portfolios of projects and delivering groups of projects together to produce the intended benefits.

In this course, through exposure to and use of industry standards, you will learn to do both: 1) how to manage a project, and 2) how to create the organizational systems necessary to choose and deliver the right projects successfully, consistently, and predictably."
Operations & Information Consultancy  
(1 day offering; counts towards MP requirement)

• Student teams work with partnering organizations to tackle a variety of business-process improvement projects. The key questions, insights and approaches will draw from ideas and tools of operations management, information systems, statistical analysis, decision and risk modeling, optimization and simulation.

• Students get hands-on coaching in applying the frameworks and processes of running a consulting project, as well as deeper dives into the analytical methodologies.

• Deliverables include final presentation to executives from the client organization. [Student teams participate in Presentation Day event in May.]

*Priority to Fulltime MBAs in their first year; open to others on space-available basis

(Contact: jeff.rummel@emory.edu for more information)
BUS 559. Privacy in the Digital Age  
(day offering, joint with Law School)

• The course will examine U.S. law governing informational and spatial privacy rights, including any restrictions they impose upon actions by both government and private actors.

• Examples of the specific topics covered in the course are; (1) Government efforts to gather both the metadata and the contents of electronic messages, (2) Corporate efforts to gather data about users, to mine that data for commercially useful information, and to sell it to other entities and (3) Private sector responses to government requests (or demands) for voluntary data sharing.

Instructors: benn.konsynski@emory.edu and morgan.cloud@emory.edu
651. Strategic Decision Analysis
(evening offering)

• Analysis of decision problems focusing on strategic interaction and the complexity of multiple players. Applications; models of competition and cooperation, product introduction and pricing, strategic moves, negotiation, auctions & bidding, fair division, coalitions, voting and group decisions.

• This course is useful for anyone who has to make strategic decisions - especially useful for consultants or others who have to analyze decision situations and make recommendations.

Instructor: michael.miller@emory.edu
BUS 654. Service Operations
(day offering)

• Service Operations Management will build on the concepts from Process and Systems Management and explore the particular challenges and strategies for managing services. We will examine the similarities and differences between services and more traditional manufacturing and supply chain management.

• Businesses in the service sector are very diverse and include document processing, transportation, customer support, hospitality and consulting. We will build frameworks to classify service processes and discuss the managerial challenges of different environments.

• The course will investigate technical methods for managing services and service quality. Through the cases in the class, we will also be able to investigate the non-technical issues, such as the customer experience and the organizational issues for the service providers. The cases will describe the business and marketing strategies, but the focus in the course will be designing processes to deliver on those strategies.

Instructor: jeff.rummel@emory.edu
655. Forecasting & Predictive Analytics
(day offering)

• This is a very hands on course applying a variety of tools and techniques to analyze data and predict future behavior.
Applications; Time series methods (moving average, exponential smoothing, Box/Jenkins), Non-linear Methods (non-linear regression, Neural Networks), Pattern recognition (cluster analysis).

• These techniques are application independent and real world examples range from marketing, social media, finance, etc.

• Grading will be based on 4 real data group projects.

Instructor: stephen.stuk@emory.edu
BUS 656. Introduction to Business Analytics (day offering)

• Virtually every aspect of business is instrumented for data collection while data is increasingly analyzed systematically.

• This course will change the way you think about data and its role in business.

• After taking this course, you should be able to:
  – Approach business problems data-analytically
  – Be able to interact competently on the topic of data mining for business intelligence
  – Have had hands-on experience mining data

• Prior experience with a programming language or with data mining is useful but not necessary.

Instructor: vilma.todri@emory.edu
All ISOM elective offerings are open to both day and evening MBA students
ORGANIZATION & MGMT

Peter Roberts
Spring 2017 Electives

Organizations and Management

Full Time MBA Elective Orientation
October 2016
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<th>Author</th>
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<tr>
<td>535</td>
<td>Catalyzing Social Impact</td>
<td>Roberts &amp; Martin</td>
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<tr>
<td>538</td>
<td>Strategies for Entertainment/Media</td>
<td>Negro</td>
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<td>539</td>
<td>Strategy Management Consultancy</td>
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<td>630</td>
<td>Competitive Advantage</td>
<td>Coyne</td>
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<td>631</td>
<td>Social Entrepreneurship/Impact Investing</td>
<td>Roberts</td>
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<td>632</td>
<td>Negotiations</td>
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<td>636</td>
<td>Entrepreneurship</td>
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BUS 535 Catalyzing Social Impact (Peter Roberts & Randy Martin)

• Project-based course where students analyze and develop solutions to complex challenges currently faced by organizations trying to make meaningful social impacts.

• Past projects include:
  – Better World Books; Boys & Girls Clubs of America; Georgia Organics; Marcus Foundation
**BUS 538 Strategies for Entertainment & Media (Giacomo Negro)**

**WHY?**
- The ECM sector (FILM, TV, MUSIC, ARTS, etc.) has great importance (over 6 percent of GDP)
- Georgia/Atlanta is 4th largest center for film and television production in North America

**WHAT?**
- Frameworks for analyzing media industries
- Foundations of strategic management for ECM
- Preparing to work in the media industry.

**HOW?**
- Readings, cases, lectures, speakers; individual and group projects
BUS 630: Advanced Competitive Advantage (Kevin Coyne)

- How do firms achieve a sustainable competitive advantage?
- How valuable is one?
- How long will it last?
- Does it apply everywhere?
- Strategic interaction between competitors
- Integrate skills learned in other areas including quantitative and qualitative analysis

“Every firm competes. Only the ones who know how to create advantages that others can’t or shouldn’t copy ultimately win.”
Discuss the evolving role played by businesses and other organizations that purposefully seek to generate positive societal impacts, while elaborating the major challenges that they face.

Sample Topics: B Corporations; measuring impact; social entrepreneurs; entrepreneur accelerators; program-related investments; pay-per-performance bonds; impact investing

Students are required to contribute no less than 20 hours over the semester to a (nonprofit or for-profit) social enterprise of their choosing.
• Manage conflict constructively
  – Build skills to craft highest value agreements
  – Enhance leadership
• Theoretical understanding of interpersonal, group and inter-org conflict
  – Rare skill; most people only learn by personal limited experience
• Experiential learning
• Immediately practical and life-long value
Focus on all the elements leading up to the launch of a new business

Study real life examples of both successful and failed business ventures

Development of an idea into a business plan
ACCOUNTING

Usha Rackliffe
and now for something really fun...

Accounting Electives for MBAs

Spring 2017
Course offerings

• EVERY MBA SHOULD TAKE:
  – 514 Financial Statement Analysis
  – 513 Managerial Accounting

• TAKE IF YOU WANT AN ACCOUNTING FOCUS:
  – 612B Financial Reporting II
  – 612 Advanced Financial Accounting
  – 616 Corporate and Partnership Taxation
Financial Statement Analysis (BUS 514)

- Natural continuation of financial reporting course
- How outsiders use external info to make decisions
- Main topics:
  - Business strategy analysis
  - Earnings quality analysis
  - Financial ratio and cash flow analysis
  - Forecasting accounting numbers and financial statements
  - Valuation: DCF, residual income, multiples like P/E and P/B
- Audience
  - Finance, Marketing, Consulting, anyone using financial statements
- Practical focus
Managerial Accounting (BUS 513)

- Not financial accounting
- Not undergraduate cost accounting
- How managers use internal info to make decisions
- Main topics:
  - Analytical tools for making strategic/operational decisions
  - Strategic cost management
  - Performance measurement
- Audience
  - Marketing, Consulting, General management, Corporate finance
- Practical focus
But wait... There’s MORE!

- Want to get into the nitty gritty?
  - 612B Financial Reporting II (Vornholt)
    - Complex revenue, debt, leases, pensions, deferred taxes, equity, stock options... all the fun stuff!
  - 612 Advanced Financial Reporting (Rackliffe)
    - Mergers, acquisition, divestitures, foreign currency, partnerships, state and local governments
  - 616 Corporate and Partnership Taxation (Goginsky)
Plan ahead

• Most electives are offered only once a year

• Next fall:
  – 615 Federal Income Taxation (Goginsky)
  – 619 Information and Global Capital Markets (Pownall)
  – 516 Financial Reporting and Analysis for Nonprofit Organizations (Barton)
  – 5XX Financial Intelligence for Entrepreneurship and Innovation (Barton)
MARKETING

Ed Leonard
MARKETING AREA

FTMBA Electives

2017
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<th>Course Code</th>
<th>Course Title</th>
<th>Spr17</th>
<th>Fall18</th>
<th>Instructor</th>
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<tr>
<td>542</td>
<td>Data Driven Market Intelligence</td>
<td>D</td>
<td></td>
<td>Kim</td>
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<tr>
<td>543</td>
<td>Digital Marketing &amp; Social Media</td>
<td></td>
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<td>Chae</td>
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<tr>
<td>544</td>
<td>IMPACT360 - Marketing Analytics Consulting (MP)</td>
<td>D</td>
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<td>Schweidel</td>
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<td>647</td>
<td>Sports Marketing</td>
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<td>Product &amp; Brand Management</td>
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<td>Bowman</td>
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<td>IMPACT360 – Marketing Strategy Consulting (MP)</td>
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<td>Shah</td>
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<td>548</td>
<td>Sales and Business Development</td>
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<td>646</td>
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<td>Marketing Strategy</td>
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<td>641</td>
<td>Global Marketing Seminar **</td>
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<td>642</td>
<td>Product &amp; Brand – Health Care</td>
<td>E</td>
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<td>Bowman</td>
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D = Day; E = Evening; ** Global depth
• Linking data to managerial decision making
• Quantifying customer value
• Prospecting, targeting, and retaining customers
• Marketing experiments and test markets
• Segmentation techniques (factor and cluster analysis)
• Understanding customer preferences (conjoint and discrete choice analysis)

Career Relevance
• Brand management (CPG, industrial, services)
• Marketing analytics
• Consulting
• Advertising agencies
• Digital marketing
• General managers
Provide a context for students to deploy state-of-the-art analytical techniques, tools, concepts, and theories to real world problems. The key benefits will be gaining practice and insights, experience data, and create value for firms.

Students learn to apply tools to solve marketing problems while building strong client-management and presentation skills, enabling them to succeed in their internships and broader careers.

This is a Management Practice elective.

Career Relevance

- Marketing management
- Consulting
- General management
- Entrepreneurs
- Customer insights
MSC partners teams of dedicated MBAs with leaders at sponsor organizations to provide customized marketing solutions to real marketing challenges.

Students learn tools to solve marketing problems while building strong client-management and presentation skills, enabling them to succeed in their internships and broader careers.

This is a Management Practice elective.

Career Relevance

- Consulting
- Marketing management
- General management
- Customer insights
This course is designed to provide a foundation in the psychology of consumer judgment and decision making, with an emphasis on applying theory to marketing practice.

- Experimental design
- Intuitive vs. rational decision making
- Persuasion
- Motivation
- Habit

Career Relevance

- Brand management
- Business development
- Innovation practice
- Consumer insights and market knowledge
- Consulting
- Customer experience management
- Entrepreneurship
This course is about how to create explosive value for customers by making products available at the right place and time. Emphasis will be placed on routes to market, channel design, partner selection and incentives, partnering, retailing, and social business channels.

Career Relevance

• Consulting and Strategy
• Business development
• B2B marketing
• Supply chain management
• Key account management
The sports industry represents a unique setting of passionate fans, with marketing decisions made at the individual, team, and league-level. Several relevant marketing topics, including pricing & branding, will be examined in this sports context.

Career Relevance

- Models of human capital (hire/fire, draft, pay) using R
- Speakers from the sports industry
- Fan Duel simulation
- Marketing Analytics
- Pricing & CRM
- Social & Digital Media
Learn and apply the frameworks to build winning marketing strategies
- Marketing resource allocation
- Opportunity assessment
- Customer analysis and valuation
- Strategy evaluation tools
- Build, implement and monitor marketing strategies in different competitive scenarios using simulations and exercises

Career Relevance
- Consulting
- General management
- Customer insights and customer analytics
- Brand management (CPG, industrial, services)
- Entrepreneurs
- Hi-tech
Career Relevance

- Healthcare
- Pharmaceuticals

- Creating, maintaining, and managing brand equity
- Segmentation strategies
- Media creative and media planning
- Pricing strategies and tactics
- Brand analytics
- Sales forecasting
- Develop and implement a brand plan over a (simulated) 10-period horizon.

Cannot also take or have taken B547
FINANCE
Nicholas Valerio
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
- BUS 624 Derivative Asset Analysis (Valerio)
- BUS 626 Banking & Financial Services (Maturana)
- BUS 627 International Finance (Busse)
- BUS 628 Investment Banking (Crowley)
- BUS 681 Venture Capital & Private Equity (Baks)
- BUS 683 Applied Investment Management (Busse)
- BUS 684 Advanced Derivative Assets (Valerio)
- BUS 687 Global Derivatives Markets (Travers)
- BUS 695 Distressed Investing (Baks)

Continued…
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
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Continued…
BUS 503:

Global Macroeconomic Perspectives teaches about business in the global environment, using macroeconomic data as the main focus. Students will learn how to distinguish between economic reports and actual “news” that moves stock, bond, and currency markets. Trends and forecasts will be dissected and critiqued to assess what is real about the global economy and what is “globaloney”. Opportunities to hear from and interact with current global business and organizational leaders will be plentiful. There is also an option to pursue a global topic in great depth through an elective team project.
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- **BUS 522** Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
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- BUS 695 Distressed Investing (Baks)

Continued...
This is a Management Practice elective. We will cover a variety of valuation methods and related company analysis. A significant part of the course will be dedicated to applying valuation techniques to one or more real world situations. This will require building financial models, data analysis, problem solving, and presentation construction for delivery to an external company (the “client”). The course work will be done substantially by students working in small teams.
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- **BUS 526 Financial Intelligence (Mian)**
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
- BUS 624 Derivative Asset Analysis (Valerio)
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- BUS 695 Distressed Investing (Baks)

Continued...
The class objective is to develop financial decision-making skills in a variety of different settings. We will develop core modern finance skills as part of the tool-kit and apply the concepts to a variety of different real-world industry verticals. The class is very applied in nature. There will be field-work classes (formal lecture substituted by library, internet research) that will require you to learn about industry verticals.
**Finance Electives**

- BUS 503  Global Macroeconomic Perspectives (Rosensweig)
- BUS 522  Financial Valuation (Crowley)
- BUS 526  Financial Intelligence (Mian)
- **BUS 529**  Project Finance (Hill)
- BUS 621  Corporate Governance (Benveniste)
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- BUS 695  Distressed Investing (Baks)

Continued…
BUS 529:

Theme of the course: Organizing and financing projects (usually large projects) where the only source of debt repayment is the cash flows from the project — no corporate guarantee of the debt. Much of the course deals with identifying and mitigating the various risks associated with projects. Project finance is often used for large projects in developing countries so the course deals with mitigation of political risk, corruption, and the involvement of multilateral lenders like the World Bank.

Continued...
The course is designed to be accessible to anyone who has taken the core finance (BUS 520) course, not just finance concentrators. There is a substantial “hands-on” component to the course. Typically, we have about five outside speakers who are practitioners presenting real transactions. Also, there is a team exercise in modeling and presenting an analysis of a real project.
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
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- BUS 695 Distressed Investing (Baks)

Continued...
BUS 621: Corporate Governance of Publicly Traded Corporations has been in a state of rapid evolution over the past 30 years. It began in the 1980s with the recognition that Corporations in the US were not being managed in the interests of shareholders and Agency problems were recognized as a root cause. The advent of Corporate Raiders further forced the issue and questions arose regarding takeover protections and entrenched boards. Then two major developments occurred in the 2000s that brought the issues of corporate governance to the federal level. The first were the corporate frauds of Enron, WorldCom and others; the second was the financial crisis. Two major pieces of legislation, Sarbanes Oxley and Dodd Frank, grew directly out of these episodes. The details of implementation are still being worked out.

Continued...
BUS 621 (cont.):
Many of the topics that we will cover remain controversial. Questions that we will cover include
1. Is maximizing shareholder value the socially desirable corporate objective?
2. Does Sarbanes Oxley address the issues of corporate fraud. And, might it go too far?
3. What are the differences in corporate governance internationally?
4. Have executive compensation practices aligned the interests of managers and shareholders?
5. Are activist shareholders contributing to better governance and corporate outcomes?
6. Have the changes in legal liability made it more difficult to recruit board members?
7. Is there value in board diversity?
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
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- BUS 695 Distressed Investing (Baks)

Continued…
This is a course dealing with the valuation and use of derivative financial assets. Our focus will almost exclusively be on exchange-traded products. Initially --- and for a large portion of the semester --- we will study call and put option contracts having common stocks as their underlying assets. We will consider relative pricing requirements for these contracts which are enforced by arbitrage trading strategies. Extension of this analytic technique will lead to the derivation of exact valuation models. We will conclude our study of options by examining options with other underlying assets.

Continued...
BUS 624 (cont.):

During the second portion of the course we will study futures contracts. The focus again will be on relative pricing requirements enforced by arbitrage trading strategies. The overall objective of the class is to give students the skills to assess the values and risks of derivative financial assets and to develop trading and hedging strategies based on their analyses.
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
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Continued...
BUS 626:

This course focuses on the management of commercial banks and the role they play in the functioning of the economy. We will study the services that banks offer, how they provide these services, as well as how they measure, manage, and mitigate the risks arising from the production of these services. One important issue we will cover is how regulation shapes banks' lending, funding, capital structure, and investment decisions.
Finance Electives

- BUS 503  Global Macroeconomic Perspectives (Rosensweig)
- BUS 522  Financial Valuation (Crowley)
- BUS 526  Financial Intelligence (Mian)
- BUS 529  Project Finance (Hill)
- BUS 621  Corporate Governance (Benveniste)
- BUS 624  Derivative Asset Analysis (Valerio)
- BUS 626  Banking & Financial Services (Maturana)
- **BUS 627**  International Finance (Busse)
- BUS 628  Investment Banking (Crowley)
- BUS 681  Venture Capital & Private Equity (Baks)
- BUS 683  Applied Investment Management (Busse)
- BUS 684  Advanced Derivative Assets (Valerio)
- BUS 687  Global Derivatives Markets (Travers)
- BUS 695  Distressed Investing (Baks)

Continued...
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
- BUS 624 Derivative Asset Analysis (Valerio)
- BUS 626 Banking & Financial Services (Maturana)
- BUS 627 International Finance (Busse)
- BUS 628 Investment Banking (Crowley)
- BUS 681 Venture Capital & Private Equity (Baks)
- BUS 683 Applied Investment Management (Busse)
- BUS 684 Advanced Derivative Assets (Valerio)
- BUS 687 Global Derivatives Markets (Travers)
- BUS 695 Distressed Investing (Baks)

Continued...
BUS 628:
This course is intended to give students an idea of the work conducted by investment banks. Areas reviewed will include debt financing, equity underwriting, merger & acquisition advisory assignments, and trading activity. Special emphasis will be placed on the methods commonly applied when conducting valuation, debt capacity, and transaction analysis. In addition, to provide context, there will be a brief summary of investment banking history and of the peripheral players (private equity and hedge funds) which increasingly interact with banks. At the conclusion of the course, the student should have developed stronger corporate finance analytic skills, an improved understanding of the execution process associated with certain investment banking product areas, and a broader awareness of the complex issues that often emerge during investment banking assignments.
Finance Electives

- BUS 503  Global Macroeconomic Perspectives (Rosensweig)
- BUS 522  Financial Valuation (Crowley)
- BUS 526  Financial Intelligence (Mian)
- BUS 529  Project Finance (Hill)
- BUS 621  Corporate Governance (Benveniste)
- BUS 624  Derivative Asset Analysis (Valerio)
- BUS 626  Banking & Financial Services (Maturana)
- BUS 627  International Finance (Busse)
- BUS 628  Investment Banking (Crowley)
- BUS 681  Venture Capital & Private Equity (Baks)
- BUS 683  Applied Investment Management (Busse)
- BUS 684  Advanced Derivative Assets (Valerio)
- BUS 687  Global Derivatives Markets (Travers)
- BUS 695  Distressed Investing (Baks)

Continued…
BUS 681:
The course surveys the private equity industry, with an emphasis on the financial and economic tools useful for leveraged buyout and venture capital investing. This class focuses on model building and valuation in venture capital and private equity. It serves as a foundation for the other classes offered by the Emory Center for Alternative Assets.
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
- BUS 624 Derivative Asset Analysis (Valerio)
- BUS 626 Banking & Financial Services (Maturana)
- BUS 627 International Finance (Busse)
- BUS 628 Investment Banking (Crowley)
- BUS 681 Venture Capital & Private Equity (Baks)
- **BUS 683 Applied Investment Management (Busse)**
- BUS 684 Advanced Derivative Assets (Valerio)
- BUS 687 Global Derivatives Markets (Travers)
- BUS 695 Distressed Investing (Baks)

Continued...
Finance Electives

- BUS 503  Global Macroeconomic Perspectives (Rosensweig)
- BUS 522  Financial Valuation (Crowley)
- BUS 526  Financial Intelligence (Mian)
- BUS 529  Project Finance (Hill)
- BUS 621  Corporate Governance (Benveniste)
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Continued...
This course will build upon the knowledge obtained in the course BUS 624: Derivative Asset Analysis. Using the fundamental pricing technique (valuation by arbitrage) and the valuation models derived from this technique, various extensions and applications will be examined. These will primarily be equity-based, though some fixed-income products will be analyzed. The perspective of both the derivatives dealer and the end-user of derivative products will be taken, the latter including hedgers, speculators, and arbitrageurs. Securities from both the exchange-traded and over-the-counter markets will be examined.

Continued...
BUS 684 (cont.):

The topics covered include financial engineering, structuring, and product design, numerical methods (e.g. Monte Carlo simulation) and the mathematics of derivatives pricing. Included in the course will be an introduction to investment partnerships (a/k/a hedge funds) and their role in the derivatives market.
Finance Electives

- BUS 503 Global Macroeconomic Perspectives (Rosensweig)
- BUS 522 Financial Valuation (Crowley)
- BUS 526 Financial Intelligence (Mian)
- BUS 529 Project Finance (Hill)
- BUS 621 Corporate Governance (Benveniste)
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- **BUS 687 Global Derivatives Markets (Travers)**
- BUS 695 Distressed Investing (Baks)

Continued...
BUS 687:
This elective takes a real-world approach to learning about the global capital markets by simulating life on the trading floor of a brokerage firm, hedge fund or international corporation. The class is taught by adjunct and practitioner Dr. Kirsten Travers, who has pursued a career on Wall Street in investment banking and hedge fund positions. We begin each class with a detailed discussion of the markets, and students use Bloomberg and Factset daily. We then simulate a trading environment with students pitching their own trading ideas throughout the semester, learning a variety of investment products to execute strategies across global macro themes. Current events will determine the decision making strategies of each class, and prior knowledge of derivatives is not required. There will be a variety of visiting speakers who share their trading experiences throughout the semester.
Finance Electives

- BUS 503  Global Macroeconomic Perspectives (Rosensweig)
- BUS 522  Financial Valuation (Crowley)
- BUS 526  Financial Intelligence (Mian)
- BUS 529  Project Finance (Hill)
- BUS 621  Corporate Governance (Benveniste)
- BUS 624  Derivative Asset Analysis (Valerio)
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- BUS 695  Distressed Investing (Baks)

Continued...
BUS 695:

This course originated with the involvement John Grayken, CEO and founder of Lone Star Funds, with the Emory Center for Alternative Investments. Mr. Grayken is one of the most successful investors globally and specializes in buying distressed assets. Given his expertise and guidance the Center built a class around buying assets that are declining in value. Most distressed investing strategies rely on the value of tangible assets. For Lone Star Funds this tangible asset is real estate; consequently, this class has a large real estate component to it.
Finance Electives

- BUS 625  Real Estate Finance (Black)
- BUS 686  Real Estate Equity Investment (Banks & Grissett)
- BUS 689  Advanced Real Estate Finance (Black)
Finance Electives

- BUS 625  Real Estate Finance (Black)
- BUS 686  Real Estate Equity Investment (Banks & Grissett)
- BUS 689  Advanced Real Estate Finance (Black)
Finance Electives

• BUS 625  Real Estate Finance (Black)
• BUS 686  Real Estate Equity Investment (Banks & Grissett)
• BUS 689  Advanced Real Estate Finance (Black)
BUS 686:

The course is on public real estate companies --- real estate investment trusts or REITs. The course is taught from a management team's perspective --- why do management teams make the decisions they do? Obviously, investor and lender influences impact management teams. The course focuses on space market and capital market dynamics and how and why REITs are valued. And thus, why management teams make the decisions they do. We address asset valuations and entity valuations and also juxtapose private company real estate decisions with those of public companies.
Finance Electives

The best way to make this decision is by calculating the expected value of each possible outcome.

You multiply the... must pretend to be dead.

I sense that we're done here.

I hope the dead sometimes cover their ears.
Finance Electives

Corporate Finance
- 529 Project Finance
- 621 Corporate Governance
- 526 Financial Intelligence

Financial Institutions
- 628 Investment Banking
- 522 Business Valuation
- 626 Banking & Financial Services
- 681 Venture Capital & Private Equity
- 695 Distressed Investing

Financial Markets
- 687 Global Derivatives Markets
- 684 Advanced Derivative Assets
- 683 Applied Investment Management
- 624 Derivative Asset Analysis
- 695 Distressed Investing

503 Global Perspectives / 627 International Finance
514 Financial Statement Analysis
I have invested all of my self-esteem in this PowerPoint presentation.

It is all that I am and all that I will be. It is a digital reckoning of my value.

Did they catch the chimp who made your slides?

Ow. Ow. Ow.
QUESTIONS