**FALL 2015 SENIOR SEMINARs**

**IT IS IMPORTANT THAT YOU UNDERSTAND THE FOLLOWING BEFORE SIGNING UP FOR A SENIOR SEMINAR**

1. All seminars meet for five 2-hour classes, on the dates noted, and receive 1 credit (unless otherwise noted).
2. Perfect attendance is mandatory – DO NOT sign up for a seminar unless you are sure you can attend all 5 sessions.
3. Alternate dates are only used if the instructor or the school has an emergency that causes one of the scheduled dates to be canceled (they will not be held as makeup dates for a missed class).

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**Contemporary Issues in Accounting**

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<thead>
<tr>
<th>Catalog: BUS 480 A MSF OR <strong>BUS 680A MSF (MPA students only – see below)</strong></th>
<th>Class #6145</th>
<th>Day/Time: Mondays, 6:10-8:00pm, beginning Monday, August 31st. The Public Accounting Social will be held on Wednesday, September 16th.</th>
<th>Room# 130 &amp; 304</th>
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**NOTE:** This seminar is being offered as a TWO credit hour seminar. Class will meet every Monday, **beginning August 31**

**Seminar Description:** This is the Beta Alpha Psi Senior Seminar. Beta Alpha Psi is the international honorary organization for Financial Information Professionals. The primary objective of the organization is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance, and information systems; providing opportunities for self-development and association among members and practicing professionals; and encouraging a sense of ethical, social and public responsibility.

The Epsilon Upsilon chapter of Beta Alpha Psi was chartered at Emory in May, 1979. It is recognized as one of the outstanding professional organizations on the Emory campus. In addition to presenting 20 weekly programs on business topics during the academic year, chapter members participate in a number of philanthropy projects.

Senior seminar requirements include attendance and active participation in a minimum of 9 of 10 weekly professional and organizational meetings, active participation in at least two service events and completion of a writing requirement. There are additional academic requirements to be eligible to initiate into Beta Alpha Psi. Only seniors are eligible to initiate in the fall semester. Initiation into Beta Alpha Psi is not a requirement to receive course credit for the senior seminar.

**Students currently enrolled in the MPA Program, who have already taken BUS 480A-MSF, should contact Tina Giannakopoulos (tgianna@emory.edu) to be enrolled in BUS 680A-MSF (please note that, even though this is the course number listed on your advising sheet, we will be changing it in OPUS to BUS 580AC).**

**Instructor:** Mary Sevier has taught at the Goizueta Business School since 1996. Before beginning an academic career, she worked in public accounting, private industry and consulting. Mary's areas of specialization are financial and managerial accounting. Mary has substantial accounting and financial management experience in the real estate and construction industries. She also has interests in financial reporting, earnings management, financial planning, business valuation and personal financial planning related issues. Mary has consulted with and made presentations to senior executives of privately held companies in the Atlanta area, primarily on accounting and financial management related topics. She has developed and taught education programs on financial management related topics for executives in the real estate and construction industries.

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**Hot Topics: Wall Street and Investing**

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<tr>
<th>Catalog: BUS 480 MRF</th>
<th>Class #6150</th>
<th>Day/Time: Mondays, 5:30-7:30 pm</th>
<th>Room# 331</th>
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**Class Dates:** 9/21, 9/28, 10/19, 11/2, 11/9, alternate dates: 11/16, 12/7

**Seminar Description:** This seminar will focus on understanding personal and professional investment strategies, especially as they relate to the current economic and political environment. Practical topics will include (but are not limited to) worldwide current events, investing, job direction in the financial services sector, and any other applicable events that may occur during the term. Please note, there will be added emphasis on stock market psychology and how to make tough decisions regarding investments.

**Instructor:** Michael Radetsky is a Managing Director at J.P. Morgan Securities. He has been with the firm since 1986, and has taught this always-popular senior seminar for eighteen years. Michael graduated from the University of Georgia with a Bachelor's Degree in Finance.
### Careers in Digital Marketing

**Catalog:** BUS 480 MTF  
**Class #:** 6151  
**Day/Time:** Mondays, 5:30-7:30pm  
**Room #:** 338  
**Class Dates:** 9/21, 9/28, 10/5, 10/19, 10/26, alternate dates: 11/2, 11/9

**Seminar Description:** Digital marketing is a broad term used to describe an organization's marketing efforts that utilize digital technologies. It encompasses where marketing meets the Internet, but also includes other media such as mobile devices, TV, and even video games. Digital marketing covers a wide range of activities. The objective of this seminar is to expose Goizueta Business School BBAs to the challenges and opportunities of working in one or more of major areas of digital marketing. Because digital touches all aspects of business, the seminar is useful for both marketing majors and for majors other than marketing. For example, students seeking a career as a financial analyst need to be able to assess a firm's digital strategy; students working in consulting or general management will typically include digital as an important component of the firm's overall business strategy.

**Instructor:** Manish Tripathi, Assistant Professor in the Practice of Marketing. Manish Tripathi joined the Goizueta Business School faculty in 2008 after completing a PhD in marketing at the Kellogg School of Management, Northwestern University. He earned a BA in economics from Stanford and, prior to his doctoral studies, worked for four years as a marketing and business development manager at Homestead Technologies, a software company in Menlo Park, California. His research interests include marketing analytics and sports marketing.

### Owning Your Case-Based Interview

**Catalog:** BUS 480 ABF  
**Class #:** 6152  
**Day/Time:** Mondays, 6:00-8:00pm  
**Room #:** 334  
**Class Dates:** 9/14, 9/21, 9/28, 10/5, 10/19, alternate dates: 11/2, 11/9

**Seminar Description:** Your client is a regional airline based in Hong Kong, and the CEO is ready to announce huge losses for the first time in the airline’s history. The CEO thinks the airline should raise ticket prices to cover these losses, but the COO says now is the time to add Trans-Pacific services. What do you do?

A successful case interview is mandatory for earning a job at almost all consulting firms as well as many banks and other BBA destinations. While initially intimidating, these case scenarios are predictable and can be learned. Our course is based on the belief that there are only a handful of case scenarios, and these scenarios can be mastered. We will learn an overall strategy for answering case questions, learning the frameworks and practicing the basic mathematical equations required to answer these questions in a structured and exhaustive manner, and then adding a bit of creativity to distinguish yourself as a real thought-leader and superior candidate.

The work required is more than the average seminar, but practice is essential for mastery, and this practice should complement the time you have already allocated for your job search. Between classes you will have cases to practice with your classmates that we will debrief in class, as well as create one case to give to your classmates. We will use the book *Case in Point: Complete Case Interview Preparation 7th Edition* by Cosentino.

**Instructor:** Andrew Bate is the Founder of SafelyStay, which provides the safest way to rent a vacation home through guest verification, escrow and payment services, and damage insurance, and Hotel Upgrade, an online travel agency where hotels bid for a business traveller's stay with bonus points and perqs. Previously he worked with airline, hotel and private equity clients as an Analyst at McKinsey & Co. with the Firm’s Travel Practice where he also interviewed over 100 candidates. Andrew has worked as a Marketing Associate for Sentient Jet Membership, Senior Strategy Manager for Razorfish, founded the SwimAtlanta Masters Club and Project Profile, for which he was named as one of Atlanta’s “Top 20 Technology Entrepreneurs in Their 20s” by the Atlanta Business Chronicle. Andrew currently serves as a Research Associate at The Wharton School and Emory University’s Goizueta Business School where he studies the neurobiological foundation for strategic, tactical and ethical decision-making among business executives and created the Bate Scale for measuring a business executive’s strategic ability. This research has been published in the Harvard Business Review and Financial Times. He has an MBA from the London Business School and BBA from Emory’s Goizueta Business School.
### Current Events & Business Impact

**Catalog:** BUS 480 TKF  
**Class #** 6153  
**Day/Time:** Tuesdays, 5:30-7:30pm  
**Room#** 304

**Class Dates:** 9/15, 10/6, 10/27, 11/10, 12/1, *alternate date: 12/8*

**Seminar Description:** Keeping up with current events and putting them in a business, social and historical context is crucial in understanding changes in the business world. By openly discussing current events, we can better understand how these events affect today’s business environment and us. Students who take this class will be able to apply their knowledge, not only in a classroom setting, but also in interviews and other interactions with professionals. The class will be run as an applied book club, centering on discussions from articles in a variety of publications, including The New York Times, The Wall Street Journal, The Financial Times, The Economist and many others. Each week’s readings will cover a wide range of topics, covering politics, business, technology and even pop culture. Students will be encouraged to make suggestions regarding topics or specific articles they wish to discuss.

**Instructor:** Tom Key is a Director with Bain & Co., a global business consulting firm. Prior to joining Bain, he was a Consultant with Egon Zehnder International. He also worked for the Goizueta Business School, managing business development and recruiting relations for the MBA program. Tom was also the Director of Business Development for an Israeli technology start-up and was a Consultant for Fidelity Investments. He also worked overseas for Four Seasons Hotels in Asia and Europe. He has an MBA from Goizueta and a BA in Economics and East Asian Studies from Denison University.

### Business Etiquette

**Catalog:** BUS 480 JBF  
**Class #** 6154  
**Day/Time:** Tuesdays, 5:30-7:30pm  
**Room#** 331 *(Note: the 11/10 session will be held in W525)*

**Class Dates:** 9/15, 9/29, 11/3, 11/10, 11/17, *alternate date: 12/1*

**Seminar Description:** This seminar is designed to prepare students to enter the business world attuned to the nuances of appropriate behavior and attire for business and social settings, across a variety of global cultural norms. Particular attention is paid to acquiring knowledge of social protocol during the networking, job search, and job interviewing stages. The class will be practical in scope, utilizing examples of real-world problems that BBA graduates are likely to face. The seminar will include a session on wine etiquette conducted by a Sommelier at a leading Atlanta restaurant.

**Instructor:** Julie Barefoot is Associate Dean of MBA Admissions for all the MBA Programs of the Goizueta Business School. She is a seasoned professional who has had extensive interaction with corporate leaders across the globe. Julie has served on the Board of the Graduate Management Admission Council, the umbrella MBA admissions organization and the provider of the GMAT. Prior to joining Emory 25 years ago, Julie worked for Mellon Bank, N.A. for five years as a commercial loan officer. She graduated with Honors from the University of Alabama and earned her MBA in Finance and Marketing from the University of North Carolina-Chapel Hill.
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<th><strong>Excel for Beginners</strong></th>
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<td><strong>Catalog:</strong> BUS 480 SPF</td>
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<td><strong>Class Dates:</strong> 9/8, 9/29, 10/6, alternate date: 10/20</td>
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<tr>
<td><strong>Instructor:</strong> Sahil Patel is an entrepreneur and current President of ER Express, a healthcare software company. He has ten+ years of work experience in the healthcare industry in operations, decision analysis and information technology. Prior to entering the healthcare industry, he worked as a consultant for Booz &amp; Company/PWc and at several healthcare software companies. Sahil holds a BBA from Goizueta and an MBA from Harvard Business School.</td>
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<th><strong>Excel for Intermediate Users</strong></th>
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<tr>
<td><strong>Class Dates:</strong> 10/20, 10/27, 11/3, alternate dates: 11/10, 11/17</td>
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### Advanced Financial Modeling in Excel

**Catalog:** BUS 480 SAF  
**Class #** 6158  
**Day/Time:** Tuesdays, 5:30-7:30pm  
**Room#** 338

**Class Dates:** 9/8, 9/15, 9/29, 10/20, 10/27, alternate dates: 11/3, 11/10

**Seminar Description:** Financial modeling and analysis are key skills for professionals seeking to advance in all areas besides just financial management. This advanced seminar is specifically for those seeking to be able to create practical models for forecasting, valuation, and analyses in investment banking, consulting, private equity, venture capital, equity research, or financial management. Participants must bring a laptop with Excel (any version) to simultaneously create a “shadow-model” along with the instructor and turn in at the end of each session for review.

Enrollment in this seminar will be limited to people who have already completed an internship requiring proficient financial modeling this past summer, and who have strong Excel skills. The instructor reserves the right to remove anyone who doesn’t meet these criteria from class. Grossly deficient shadow models or an absence, as this seminar is entirely cumulative, could also result in de-registration. Participants must be proficient with, and knowledgeable of:

- Financial & managerial accounting
- Sales-based E/A-FN (“External/Additional Financing Needed”) forecasting including financial ratios
- Funding vehicle mechanics including debt amortization, revolving debt, excess cash accumulation, subordination, floating rate cost of capital, convertibility, issuer’s call options, participatory dividends, cumulative dividends, and PIK (pay-in-kind) accretion

**Instructor:** Steve Ahn is a Wharton MBA, a partner of the financial consulting firm AbacusTD, and a finance faculty adjunct at Goizueta Business School. He has been conducting modeling training for over 15 years, providing instruction for JP Morgan, Citibank, Deutschebank, McKinsey & Co., Alix Partners, McGladrey Capital Markets, SEC licensees, and other firms and business schools. He is the author of Financial Modeling (2016).

### The Business of Law

**Catalog:** BUS 480 JSF  
**Class #** 6159  
**Day/Time:** Wednesdays, 5:30-7:30pm  
**Room#** 301

**Class Dates:** 9/30, 10/7, 10/21, 10/28, 11/11, alternate dates: 11/18, 11/25

**Seminar Description:** This seminar will provide an entertaining, informative, and insightful look into law and the legal profession focusing on how law interacts with business. Regardless of whether you are going into the business world or are considering law as a profession, inevitably you will interact with the lawyers and the law. This is not a traditional law class; rather it is a fun, realistic and practical inside look at the legal profession, how lawyers think, and how to work effectively with lawyers. Together, we will determine if Shakespeare was remotely correct with his famous line, "The first thing we do, let’s kill all the lawyers."

**Instructor:** Jed Silver is the principal of The Silver Law Firm, LLC in Atlanta, practicing litigation, primarily in the area of domestic relations. He received his Juris Doctorate from Emory University School of Law in 1988 after completing his undergraduate degree at The University of Georgia. He brings an extremely unique and rare perspective of both business and law in that, after practicing law for eleven (11) years, he successfully started and ran an entrepreneurial telecommunications infrastructure company before returning to the practice of law. This afforded him with the opportunity to have extensive experience as both an attorney and as a client.
Guerrilla and Street Marketing

Catalog: BUS 480 AK2  |  Class #6160  |  Day/Time: Wednesdays, 5:30-7:30pm  |  Room# 338

Class Dates: 9/9, 9/16, 10/7, 10/14, 10/21, alternate dates: 10/28, 11/4

Seminar Description: Buzz, street, viral and guerilla marketing are all ways that companies get the word out through non-traditional mediums like flash mobs, stunts, and street encounters. This seminar will introduce students to some of the ways this plays out in the marketplace, and will examine what works and what doesn’t. We will examine examples of past successes and failures, exploring how Comcast’s tiny Giraffe campaign got actual orders for miniature giraffes, and we will hear directly from advertising and marketing professionals who have launched some memorable guerilla campaigns. You will work in teams to create a new guerilla marketing campaign for a current product, organization, or event that interests you and assess the success – and you’ll launch it, run it, and pitch the idea Mad Men style. You’ll learn about and practice a creative pitch to a client like they do in Advertising Agencies. Your assignment should enhance something you’re already involved with, create structure for it and should be able to be completed within the class hours. Be creative. Be crazy. Be captivating.

Instructor: Anne Kelly is the Director of BBA Career Counseling. She is also the owner of amkcoach.com where she designs custom team building events based on right brained thinking for teams of all sizes. Clients include IHG, Lockheed Martin, Leadership Walton, and The United Way National Headquarters. Previously she was a marketing consultant and served as the Director of Client Services in advertising agencies for 12 years. She created marketing strategies/campaigns and managed clients such as American Express, 3M, Northwest Airlines, Norwest Banks, Target, Pillsbury and many technology start-ups. She has also been an adjunct instructor in several BA programs teaching Leadership Development, Persuasion, Speech, Non-Verbal Communication, Sales Techniques, and a Marketing Communications Capstone course. Her favorite course taught was Pop Culture: TV and Film 1950 to Today. (Sometimes watching a lot of TV can be beneficial.) She holds a BA in Opera Performance, and an MA in Organizational Leadership where her thesis was What Can We Learn About Leadership Through Music?. She is a certified coach with the International Coaching Federation. Oh yes, she’s also a professional singer with a small entertainment company.

Applied Field Experience

Catalog: BUS 480 AKF  |  Class #5773  |  Day/Time: Virtual Class  |  Room# NA

Seminar Description: The goal of this Seminar is to enhance the value of an internship by helping students apply what they learn in the classroom in the workplace. In addition it will help the student to identify a set of skills and knowledge learned at an internship. We will examine the skill set, culture, and nature of the workplace and how you might utilize this learning for future career progression. The seminar is for students who have or will have obtained internships during the Fall semester. It is not for Summer work. The course will be conducted through a virtual electronic classroom with required responses to weekly queries. You are welcome to meet with the instructor in person at any time regarding the course. If you are an international student completing an internship this Fall, or your Summer internship has extended in the Fall, this the required course for CPT approval.

Instructor: Anne Kelly is the Director of BBA Career Counseling. She is also the owner of amkcoach.com where she designs custom team building events based on right brained thinking for teams of all sizes. Clients include IHG, Lockheed Martin, Leadership Walton, and The United Way National Headquarters. Previously she was a marketing consultant and served as the Director of Client Services in advertising agencies for 12 years. She created marketing strategies/campaigns and managed clients such as American Express, 3M, Northwest Airlines, Norwest Banks, Target, Pillsbury and many technology start-ups. She has also been an adjunct instructor in several BA programs teaching Leadership Development, Persuasion, Speech, Non-Verbal Communication, Sales Techniques, and a Marketing Communications Capstone course. Her favorite course taught was Pop Culture: TV and Film 1950 to Today. (Sometimes watching a lot of TV can be beneficial.) She holds a BA in Opera Performance, and an MA in Organizational Leadership where her thesis was What Can We Learn About Leadership Through Music?. She is a certified coach with the International Coaching Federation. Oh yes, she’s also a professional singer with a small entertainment company.
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<tr>
<th>Catalog: BUS 480 VMF</th>
<th>Class #6161</th>
<th>Day/Time: Virtual Class</th>
<th>Room#: NA</th>
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**Seminar Description:** Going Global is for study abroad students, F-1 international students, students who one day hope to live or work abroad, and exchange students spending a semester here at Goizueta. This class will help you to translate your international experiences into concrete skills that you can talk about during your job or internship search. It will also teach you about how other cultures do business. As a bonus, you earn senior seminar credit without having to physically attend class. Going Global is an online, reflection-based class. Thought-provoking, personalized assignments will be posted online. You will be an official author on the class discussion board on BlackBoard (don’t worry—we’ll teach you how). You will post assignments online as well as read and comment on other class members’ work.

**Instructor:** Valerie Molyneaux is Director of International Programs for the BBA Program Office, responsible for sending Goizueta BBAs abroad as well as welcoming exchange students here from partner schools. She travels internationally on a regular basis, and has an avid interest in international politics, history, and cultures. Prior to working at Goizueta, she worked at Emory University and the University of North Carolina, Charlotte, in both Residence Life and Student Conduct. Valerie studied English and philosophy at Case Western Reserve University and earned her PhD in higher education from the University of Georgia.