ALL SEMINARS MEET FOR FIVE 2-HOUR CLASSES AND RECEIVE ONE CREDIT, UNLESS OTHERWISE NOTED. Students should reserve the night for the entire semester until the instructor provides a final schedule. PERFECT ATTENDANCE IS MANDATORY.

Note: If your seminar shows alternate dates, they will only be used if the instructor or the school has an emergency that causes one of the specified dates to be canceled.

Organization and Administration of an NBA Franchise

Mondays, 5:30-7:30
6385 BUS 480 PBF
Room: GBS 334
Dates: 1/26, 2/2, 3/2, 3/16, 3/23, alternate dates: 2/23, 3/30

The NBA is an ever-changing business, but one constant is the necessity to build a playoff contender on the court. This seminar will examine today’s most successful franchises and how they have organized their basketball operations. Class sessions will focus on staffing (coaching, scouting, player personnel, training, medical, etc.); player evaluation and personnel systems; player acquisition (including the NBA draft, trade procedures and free agency); salary cap analysis and overview; contract negotiations; team discipline; and methods to build team chemistry. This seminar will have a unique focus on the athletic side of the franchise, rather than on the marketing and business applications to sports. Anyone interested in owning or running a franchise, or working on the basketball side of the business will benefit from these sessions.

Pete Babcock, is currently a scout for the Cleveland Cavaliers. Previously he served as director of NBA Player Personnel for the Toronto Raptors. Mr. Babcock served on the Steering Committee for Competition and Rules and directed the NBA’s predraft camp in Chicago each June. He was also appointed to the prestigious Senior National Team Committee which selected the 1996 U.S. Olympic Men’s Basketball team and coaching staff to compete in the Centennial Olympic Games in Atlanta. Actively involved in community-related matters, Babcock has worked on substance abuse and gang-related issues, the Special Olympics and many youth-oriented programs. A political science major at Arizona State, he earned his masters from ASU in 1976.

Innovative Marketing Approaches to Build Brand Love

Mondays, 5:30-7:30
6386 BUS 480 BTF
Room: GBS 338
Dates: 2/2, 2/9, 2/16, 2/23, 3/2, alternate dates: 3/30, 4/20

This seminar focuses on the tools and innovative marketing tactics that can be employed to build “brand love” amongst target consumers. From mining consumer insights to building a brand vision and architecture to leveraging marketing assets and partnerships, students will get an understanding of the steps that can be taken to build loyal consumer adoption of a brand. Topics will include a discussion of how consumer insights lead to compelling brand vision and architecture, how to develop and articulate a core creative idea and integrated marketing communication brief, and how to leverage external partnerships and other tactics to build consumer loyalty. The course will examine several brands that are using traditional and non-traditional methods to build brand love and win in today’s marketplace. Over the course of the session, the class members will develop a plan to build brand love for a brand of choice, as well as participate in an exercise to develop a brand vision and architecture for themselves.

Brad Taylor serves as Vice President, Customer Marketing for the Coca-Cola Refreshments Division of The Coca-Cola Company in Atlanta. In this role, Brad leads a team of marketing professionals who provide strategic marketing support to the divisions’ largest chain customers in the Foodservice and On-Premise channels including restaurants, colleges and universities, at-work, malls, specialty retail stores, and other channels where Coca-Cola fountain or bottled beverages are bought and consumed one drink at a time.

Brad joined The Coca-Cola Company in August, 1994 as Senior Customer Marketing Manager. Since then, he has held various sales/marketing positions. Prior to joining The Coca-Cola Company, Brad held a variety of marketing positions at Pizza Hut, Inc. and spent his early career years in the advertising agency industry.

A native of Rome, Georgia, Brad graduated from The University of Georgia in 1983 receiving a bachelor’s degree in Advertising and he led the UGA Student Advertising Campaign Competition team to a national championship. Brad recently earned a Masters degree in Business Administration with a concentration in Marketing. Brad and his wife, Chelle, reside in Roswell, Georgia with 16-year-old boy/girl twins, Cole and Samantha.
Contemporary Issues in Accounting
6395 BUS 480A MSF

Mondays, 6:00-8:00
Rooms 130 & 331

**NOTE:** This is being offered as a TWO credit hour seminar
Dates: Every Monday beginning January 26th

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.

**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.

Real Estate Topics
6387 BUS 480 JBF

| Dates: 1/26, 2/9, 2/23, 3/16, 3/30, alternate dates: 4/6, 4/13 |

This seminar focuses on giving participants a practical overview into several diverse segments of today's real estate industry. Areas we will discuss include commercial and residential segments with focus on: consulting and valuation, public sector real estate challenges and opportunities, real estate development and redevelopment opportunities, entrepreneurship, brokerage, investment, leasing, corporate real estate real estate issues, and technology opportunities within the industry. Our sessions will use the contemporary real estate marketplace as a consistent backdrop and will consist of interactive discussions about "real world" applications and issues as well as periodic input from other experienced industry experts and practitioners. The seminar will include a field trip that illustrates one or more of the above sub-topics within the Atlanta-area real estate market.

**John Blankenship** is a Goizueta Business School M.B.A. alum who has held diverse leadership positions within several segments of the real estate industry. He is President of The Resolute Group, which is a real estate consulting firm, based in Atlanta. Over his career he has worked with a number of large and midsize corporate clients in various capacities, addressing their real estate issues and challenges via various solutions including technology, data management and consulting. His career also includes a period of service in the public sector as a leader working to address the challenging issue of public sector housing redevelopment and reinvention. On the entrepreneurial front, he has also been involved over the years in real estate investment as a principal; acquiring and managing a portfolio of investment properties, and also owning and operating a global real estate brokerage firm in Australia, focused on specific corporate real estate needs and the Sydney Olympic Games. In addition to his Emory M.B.A, John is also a proud Ramblin' Wreck from Georgia Tech, where he earned his B.S. in Management degree.
Jim Foley is Managing Director of Wells Fargo Advisors. Previously, he served as Senior Vice President and Assistant Manager of A.G. Edwards & Sons. He has been in the investment business for 28 years. Jim is a Certified Financial Planner and received his MBA in Finance from Rollins College. His undergraduate degrees were in Accounting and Computer/Information Systems from King’s College in Pennsylvania. Over 60 Emory students have interned with him over the last 10 years.

This seminar will primarily focus on how to build a sound financial plan as you begin to establish yourself in the working world. The seminar will pertain to the important elements of financial planning, including, but not limited to the areas of investing, saving, budgeting, retirement planning, insurance, and taxation. Many young professionals either overlook some of these areas, or fail to acknowledge their importance. By providing an in depth seminar on the aforementioned issues, Mr. Foley will show the students the importance of creating a financial plan that best fits their needs. Mr. Foley will also help you through your company's benefit package that many of you have received with your job offers or will receive. In essence, Mr. Foley will be sharing with you the advice that he has given to the students that have participated in his internship program over the years.

Sheri Mann Stewart, M.A. is a professional, award-winning actor/producer/director/filmmaker and teacher of acting to actors, attorneys, CEO's, journalists, politicians and others. Sheri co-produced the award-winning music video "Dark Comedy" for the band Summer Dare as well as the films Rain and Zombie Crush: A Teenage Zomedy and recently returned from Italy where she is involved with the feature film production of Bullied to Death and the third of director Giovanni Coda's trilogy. She was seen on the big screen as Professor Stewart in Tyler Perry’s Why Did I Get Married (as well as WDIGM Too) and stars in the short films Plan B, Small Talk, Red and The Way of Justice, currently receiving acclaim on the film festival circuit. Other film roles include Sandy, the wacky rental car agent, with Jack Lemmon and James Garner in My Fellow Americans and unforgettable experiences acting in film and TV with James Earl Jones (Soul Man), Esai Morales (co-starring in the PBS series, Special Needs) Sylvester Stallone (Over the Top), John Lithgow (Baby Girl Scott), Andie MacDowell (Jo) and others. On television, Sheri was also featured in Drop Dead Diva, Savannah, Dateline NBC, Days of Our Lives, and General Hospital and she produced and hosted the series All The Latest ATL and provided the highly regarded narration for Ej-Es on Escape Pod. She has appeared in over 100 stage productions at theaters nationwide, co-wrote the play Turn Me On (winner of Emory’s Art of a Woman competition) with Emory University alum, performance artist/activist Scott Turner Schofield and has several screenplays in development. Sheri received her training with the famed Stella Adler and at Catholic University as well as with numerous other respected acting coaches. She holds two degrees in Clinical Psychology, has served on theater faculties at Emory and for 19 years ongoing at the Tony Award-Winning Alliance Theater as well as on the Film Faculty at AIA, and has taught various Goizueta seminars. Sons Tendal Mann and Royce Mann are also professional actors and filmmakers with multiple credits and awards. More details may be found on all of their IMDB pages. Sheri is a member of SAG-AFTRA and AEA, has served on the regional SAG-AFTRA Board/Council and is represented by The Burns Agency.
Financial modeling and analysis are key skills for professionals seeking to advance in all areas besides just financial management. Though spreadsheet programs include evermore advanced capabilities, they generally ignore developing the most important skill – creating appropriate models for decision making. The seminar concentrates on forecasting and transaction models that are the ones most commonly used by investment bankers, consultants, and financial analysts in areas such as corporate finance, mergers & acquisitions, equity research, and operations management. Specific modeling techniques will be covered for analyzing operations, recapitalizations (IPO, follow-on equity, share repurchases, senior debt, debt revolvers, bonds), mergers & acquisitions, valuation, and other cases. Participants must bring a laptop with Excel (any version) as the seminar is conducted entirely by creating models projected overhead while students “shadow-model” simultaneously. Excel proficiency is not required; the seminar does not cover or rely on advanced Excel functions.

Steve Ahn, is currently a partner of the financial consulting firm Abacus and a finance faculty adjunct at Goizueta Business School. He has been conducting modeling training for over 10 years and has provided instruction for JP Morgan, Citibank, McKinsey & Co., Alix Partners, McGladrey Capital Markets, SEC licensees, and other firms and business schools including the Univ. of Texas and Pepperdine University. He earned his MBA from the Wharton School.

Strategies for Persuasion in Business: Debate and Critical Thinking

6391 BUS 480 MWF
Dates: 1/28, 2/4, 2/11, 2/18, 2/25, alternate dates: 3/18, 3/25

Academic debate and advocacy builds listening, research, critical thinking, and public presentation skills, such that 75% of the U.S. Congress, 10 modern U.S. Presidents, and the majority of corporate Chief Executive Officers credit the training with leadership and policy making skill development.

Debate is a vehicle for focusing advocacy decisions and practices to essential elements, critically sorting issues to expose tendencies to privilege short term considerations over long term return on investment. Debate assigns participants randomly to advocate a particular side of a topic, thus removing fear of offending management. Assigned argument has strong applications for workplace advocacy in settings from conferences to meetings to government hearings. Critical thinking is a process. The resulting skill set encourages rapid assessment, synthesis, and persuasive delivery of ideas and programs.

This seminar will provide practical strategies for persuasion in business. The class will construct arguments, debate in teams, and serve as decision-makers to develop critical thinking skills.

Melissa Maxcy Wade is Executive Director of Forensics at Emory and a faculty member in the Division of Educational Studies. She has coached Emory to 34 national intercollegiate debate titles, and has received every major coaching award in her field. Wade is one of only 3 university debate coaches in the U.S. who has served on the National Associated Press Presidential Debate Evaluation Panel for every U.S. Presidential election since 1976. She is a principle founder of the Urban Debate League, a national education reform movement that has served over 50,000 students in 24 major urban areas in the U.S. Wade works with several non-profits to raise external funds for UDL work, including Debate Across the Enterprise, a business consulting strategy for law, business, technology, and government decision-makers.
The Entertainment Industry

Wednesdays, 5:30-7:30
6396 BUS 480G AH2 ------ 2 Credits (attend 10 sessions)
6397 BUS 480O AH1 ------ 1 Credit (attend 5 sessions)
Room: GBS 331

Dates: Every Wednesday from January 28th to April 22nd (two “no class” dates will be chosen at a later time)

This seminar will provide an overview of the business of entertainment. A series of industry professionals will share their experiences in television, film, music, and other media. The goal is to provide students with an understanding of the complexities of the industry, some of the current trends and issues, a sense of the range of careers available and a feel for the corresponding challenges, obstacles, and opportunities. One short industry-based project will be required.

Andrea Hershatter is Senior Associate Dean for Undergraduate Education and the Director of the BBA Program. She holds an appointment as Senior Lecturer in Organization and Management. In addition to this seminar, she teaches Entrepreneurship and does research on creativity and innovation. She has strong interest in film, music, and media studies. Her MBA is from the Fuqua School at Duke after which she worked in radio before embarking upon academics as a career. She is a Ph.D. candidate in advanced at the Institute of Liberal Arts of Emory University. In running this class, she will largely draw upon the resources of the local and national entertainment community to provide expertise.

Applied Field Experience

You must have an internship during the Spring Term. This is not for Summer Internships.

The goal of this seminar is to enhance the value of an internship by helping students to identify the set of skills and knowledge they hope to obtain and to utilize the experience for future career progression. The seminar is for students who have or will have obtained internships during the spring semester. The course will be conducted through a virtual electronic classroom with required responses to weekly queries.

Anne Kelly is Director of BBA Career Services. Before joining Emory she was a marketing consultant and executive coach to entrepreneurs. She is currently coaching clients including Lockheed Martin, Leadership Walton, and The United Way National Headquarters. Previously, she served as the director of client services in advertising agencies for 8 years creating marketing campaigns, and managing 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 senior marketing communications capstone course. She holds a BA in Opera Performance, and an MA in Leadership. She is a certified coach with the International Coaching Federation. Oh yes, she's also a professional singer with a small entertainment company.

Going Global: A Practical Guide

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.

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.