Bulletin of
Duke University

The Fuqua School of Business
2016-2017
University's Mission Statement

James B. Duke's founding Indenture of Duke University directed the members of the University to “provide real leadership in the educational world” by choosing individuals of “outstanding character, ability and vision” to serve as its officers, trustees and faculty; by carefully selecting students of “character, determination and application;” and by pursuing those areas of teaching and scholarship that would “most help to develop our resources, increase our wisdom and promote human happiness.”

To these ends, the mission of Duke University is to provide a superior liberal education to undergraduate students, attending not only to their intellectual growth but also to their development as adults committed to high ethical standards and full participation as leaders in their communities; to prepare future members of the learned professions for lives of skilled and ethical service by providing excellent graduate and professional education; to advance the frontiers of knowledge and contribute boldly to the international community of scholarship; to promote an intellectual environment built on a commitment to free and open inquiry; to help those who suffer, cure disease and promote health, through sophisticated medical research and thoughtful patient care; to provide wide ranging educational opportunities, on and beyond our campuses, for traditional students, active professionals and life-long learners using the power of information technologies; and to promote a deep appreciation for the range of human difference and potential, a sense of the obligations and rewards of citizenship, and a commitment to learning, freedom and truth.

By pursuing these objectives with vision and integrity, Duke University seeks to engage the mind, elevate the spirit, and stimulate the best effort of all who are associated with the University; to contribute in diverse ways to the local community, the state, the nation and the world; and to attain and maintain a place of real leadership in all that we do.

— Adopted by the Board of Trustees on February 23, 2001
The information in this bulletin applies to the academic year 2016-2017 and is accurate and current, to the greatest extent possible, as of August 2016. The university reserves the right to change programs of study, academic requirements, teaching staff, the calendar, and other matters described herein without prior notice, in accordance with established procedures.

Duke University does not tolerate discrimination or harassment of any kind. Duke University has designated Dr. Benjamin Reese, vice-president for institutional equity, as the individual responsible for the coordination and administration of its nondiscrimination and harassment policies generally. The Office for Institutional Equity is located in Smith Warehouse, 114 S. Buchanan Blvd., Bay 8, Durham, NC 27708. Dr. Reese’s office telephone number is (919) 684-8222 and his e-mail address is ben.reese@duke.edu. Sexual harassment and sexual misconduct are forms of sex discrimination and prohibited by the university. Duke University has designated Howard Kallem as its director of Title IX compliance and Age Discrimination Act coordinator. He is also with the Office for Institutional Equity and can be contacted at (919) 684-1437 or howard.kallem@duke.edu.

Questions or comments about discrimination, harassment, domestic violence, dating violence, and stalking can be directed to the Office for Institutional Equity, (919) 684-8222. Additional information, including the complete text of the discrimination grievance procedure and the harassment policy and appropriate complaint procedures, may be found by contacting the Office for Institutional Equity or visiting its website at www.duke.edu/web/equity/. Questions or comments about sex-based and sexual harassment and misconduct, domestic violence, dating violence, and stalking committed by a student may also be directed to Victoria Krebs, Associate Dean of Students in the Office of Student Conduct, at (919) 684-7336 or victoria.krebs@duke.edu. Additional information, including the complete text of the policy and complaint procedure for such misconduct, may be found at http://studentaffairs.duke.edu/conduct/z-policies/student-sexual-misconduct-policy-dukes-commitment-title-ix.

Duke University recognizes and utilizes electronic mail as a medium for official communications. The university provides all students with e-mail accounts as well as access to e-mail services from public clusters if students do not have personal computers of their own. All students are expected to access their e-mail accounts on a regular basis to check for and respond as necessary to such communications.

Information that the university is required to make available under the federal Clery Act is available by visiting the Records Division, Duke University Police Department, 502 Oregon Street, Durham, NC 27708, or by calling (919) 684-4602. See http://duke.edu/police/news_stats/clery/index.php for more details.

The Family Educational Rights & Privacy Act (FERPA), 20 U.S.C § 1232g; 34 CFR Part 99, is a federal law that guides the release of students’ education records, of which disciplinary records are a part. For additional information about FERPA, see http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html.

Duke University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, masters, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call (404) 679-4500 for questions about the accreditation of Duke University.

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## Faculty

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General Administration
Richard H. Brodhead, PhD, President
Sally Kornbluth, PhD, Provost
Tallman Trask III, MBA, PhD, Executive Vice President
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James S. Roberts, PhD, Executive Vice Provost for Finance and Administration
Search in Progress, PhD, Vice Provost for Academic Affairs
Neal F. Triplett, MBA, President & CEO, DUMAC

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Mary Frances Luce, PhD, Senior Associate Dean for Faculty Affairs
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Shane Dikolli, PhD, Associate Dean, Faculty Engagement
Sheryle M. Dirks, MA, Associate Dean, Career Management
John Gallagher, PhD, Associate Dean, Executive MBA Programs
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Paula Greeno, MBA, Associate Dean, Global Business Development, Health Sector Management Program, & Corporate Relations
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Hank Woods, MA, Associate Dean, Development & Alumni Relations

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Gregory Clark Kelly, Senior Partner, McKinsey & Company
Leo Kevin Kelly, Chief Executive Officer, Halo Privacy
Jefferson W. Kirby, Managing Member, Broadfield Capital
Michael W. Lamach, Chairman & Chief Executive Officer, Ingersoll Rand
J. Richard Leaman III, Vice Chairman, Moelis & Company
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Cynthia L. Meyn, Executive Vice President, Operations, PIMCO
Haruo Naito, Chief Executive Officer, Eisai Co., Ltd.
Adil Amin Nathani, Managing Principal, QMS Capital Management LP
Peter Michael Nicholas, Jr., Managing Director, Ithaka Partners, LLC
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Jean Derek Penn, Managing Director, Head of Equities, BNY Mellon Capital Markets, LLC
Richard Dal Pilnik, Chairman, DiaMedica Inc.
J. Michael Prince, President & Chief Operating Officer - Board Member, Cole Haan

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Christine P. Richards, Executive Vice President, General Counsel & Secretary, FedEx Corporation
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Alan Michael Wise, Senior Partner and Managing Director, The Boston Consulting Group
Jesse J. Wu, Retired Chairman, Johnson & Johnson China
The Duke MBA—Daytime Academic Calendar 2016-17

The academic calendar below reflects the activities of The Duke MBA program (daytime) only. Academic calendars for the Cross Continent, Global Executive, Weekend Executive, MMS: Foundations of Business and Duke Kunshan University programs are available online at [http://www.fuqua.duke.edu/student_resources/academics/academic_calendars/](http://www.fuqua.duke.edu/student_resources/academics/academic_calendars/). Dates of the Fuqua academic calendar are subject to change by the provost of Duke University.

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July 5-15</strong></td>
<td><strong>January 9-13</strong></td>
</tr>
<tr>
<td>International Student Bootcamp</td>
<td>Managerial Improvisation Course</td>
</tr>
<tr>
<td>(no classes on weekends)</td>
<td>(optional)</td>
</tr>
<tr>
<td><strong>July 10-14</strong></td>
<td><strong>January 16</strong></td>
</tr>
<tr>
<td>Math Review Course (optional)</td>
<td>Martin Luther King, Jr. holiday</td>
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<tr>
<td><strong>July 15-16</strong></td>
<td><strong>January 19</strong></td>
</tr>
<tr>
<td>Program for Entrepreneurs</td>
<td>Spring 1 Session begins</td>
</tr>
<tr>
<td>Kickoff</td>
<td>(no classes)</td>
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<tr>
<td><strong>July 17-22</strong></td>
<td><strong>February 28</strong></td>
</tr>
<tr>
<td>Health Sector Management</td>
<td>Spring 1 Session ends</td>
</tr>
<tr>
<td>Bootcamp</td>
<td>March 2-4</td>
</tr>
<tr>
<td><strong>July 25</strong></td>
<td><strong>March 5-19</strong></td>
</tr>
<tr>
<td>Fuqua Information Technology</td>
<td>Spring Break</td>
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<tr>
<td>Orientation and Help Sessions</td>
<td>(mandatory &amp; optional sessions)</td>
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<td>(mandatory &amp; optional sessions)</td>
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<tr>
<td><strong>July 27-29</strong></td>
<td><strong>March 20</strong></td>
</tr>
<tr>
<td>Class of 2018 Orientation</td>
<td>Spring 2 Session begins</td>
</tr>
<tr>
<td>(mandatory)</td>
<td>April 28</td>
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<tr>
<td><strong>August 1</strong></td>
<td><strong>May 1-3</strong></td>
</tr>
<tr>
<td>First Day of Classes—First-Year</td>
<td>Class of 2017 Daytime MBA</td>
</tr>
<tr>
<td>Students</td>
<td>Commencement Ceremony</td>
</tr>
<tr>
<td><strong>August 1-22</strong></td>
<td><strong>May 13</strong></td>
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<tr>
<td>Global Institute (mandatory)</td>
<td>Class of 2017 Duke-wide</td>
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<tr>
<td>(no classes on weekends)</td>
<td>Commencement Ceremony</td>
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<tr>
<td><strong>August 13</strong></td>
<td><strong>May 14</strong></td>
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<tr>
<td>Day in Durham (optional)</td>
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<tr>
<td><strong>August 23-24</strong></td>
<td><strong>February 28</strong></td>
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<tr>
<td>Global Institute final exams:</td>
<td>Spring 1 Session ends</td>
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<td>9 a.m.-12 p.m. (Global Institute</td>
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<td>&amp; Environment on Aug. 23 and</td>
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<td><strong>August 23</strong></td>
<td><strong>March 20</strong></td>
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<tr>
<td>First Day of Classes for Second-</td>
<td>Spring 2 Session begins</td>
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<tr>
<td>Year Students</td>
<td>April 28</td>
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<tr>
<td><strong>August 23-26</strong></td>
<td><strong>May 1-3</strong></td>
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<tr>
<td>Class of 2017 Re-orientation &amp;</td>
<td>Spring 2 exams</td>
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<td>C-LEAD 2</td>
<td>(mandatory)</td>
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<tr>
<td><strong>August 25</strong></td>
<td><strong>May 13</strong></td>
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<tr>
<td>Career Overviews:</td>
<td>Class of 2017 Daytime MBA</td>
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<tr>
<td>Industry-specific</td>
<td>Commencement Ceremony</td>
</tr>
<tr>
<td><strong>August 26-27</strong></td>
<td><strong>May 14</strong></td>
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<tr>
<td>Pre-Term Accounting Review</td>
<td>Class of 2017 Duke-wide</td>
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<td>(optional)</td>
<td>Commencement Ceremony</td>
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<tr>
<td><strong>August 29-30</strong></td>
<td><strong>September 1</strong></td>
</tr>
<tr>
<td>Career Overviews:</td>
<td>Fall 1 Session begins</td>
</tr>
<tr>
<td>Industry-specific</td>
<td><strong>September 5</strong></td>
</tr>
<tr>
<td><strong>September 1</strong></td>
<td>Labor Day (classes will be held as regularly scheduled)</td>
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<tr>
<td><strong>September 5</strong></td>
<td><strong>October 11</strong></td>
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<tr>
<td><strong>October 11</strong></td>
<td>Fall 1 Session ends</td>
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<tr>
<td><strong>October 13-15</strong></td>
<td>Fall 1 exams</td>
</tr>
<tr>
<td><strong>October 16-26</strong></td>
<td>Fall Break</td>
</tr>
<tr>
<td><strong>October 27</strong></td>
<td>Fall 2 Session begins</td>
</tr>
<tr>
<td><strong>November 23-25</strong></td>
<td>Thanksgiving Break</td>
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<tr>
<td><strong>December 9</strong></td>
<td>Fall 2 Session ends</td>
</tr>
<tr>
<td><strong>December 12-14</strong></td>
<td>Fall 2 exams</td>
</tr>
<tr>
<td><strong>December 15</strong></td>
<td>Winter Break begins</td>
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Preface

In his indenture establishing Duke University, James Buchanan Duke called for, among many other components of a research university, a school of business administration. In 1969, the Board of Trustees of Duke University established the Graduate School of Business Administration with a mandate to provide programs in management education of the highest quality. In 1980, the school was renamed to honor J. B. Fuqua of Atlanta, Georgia, who was a member of the University Board of Trustees and Board of Visitors at The Fuqua School of Business. J. B. Fuqua was an active participant in the life of the school until his death in 2006.

As a top-ranked graduate school, The Fuqua School of Business is dedicated to advancing the understanding of management through research in the service of business and society, and to providing the highest quality education for business and not-for-profit leaders worldwide. Fuqua attracts and cultivates inspirational business leaders who are capable of rallying individuals from diverse backgrounds around a shared goal, with the intent of achieving the best possible outcome for all involved. Additionally, the school seeks students who possess high academic standards and demonstrate the ability to think both creatively and collaboratively, as these are foundationally important qualities for those who will lead others. Fuqua’s approach is to prepare men and women to meet their career goals by drawing out strengths in others and winning the right way at the organizational level—the success of which is measured by the positive impact they have on their local and global communities and their relationships with others.

The heritage at Duke is a tradition of excellence in education. At Fuqua, the administration has continued this tradition through the development of programs that enable graduates to meet the dynamic challenges of leadership in business and not-for-profit enterprises in an evolving global economy.
General Information

Duke University

History

Duke University traces its roots to 1838 in nearby Randolph County, where local Methodist and Quaker communities joined forces to found a school that they named Union Institute. After a brief period as Normal College (1851-59), the school changed its name to Trinity College in 1859 and became a liberal arts college affiliated with the Methodist Church. The college moved to the growing city of Durham in 1892 when Washington Duke provided financial assistance and another local businessman, Julian S. Carr, donated land. In December 1924, James B. Duke created a family philanthropic foundation, The Duke Endowment. One of The Duke Endowment’s key provisions provided funding for the expansion of Trinity College into Duke University.

As a result of the Duke gift, Trinity underwent both academic and physical expansion. The original Durham campus became known as East Campus and was rebuilt in stately Georgian architecture. West Campus, Gothic in style and dominated by the soaring tower of the Duke Chapel, opened in 1930. East Campus then served as the home of the Woman’s College of Duke University until 1972, when the men’s and women’s colleges merged into the Trinity College of Arts & Sciences. Today, East Campus houses all first-year undergraduate students.

Duke has a long history of educating women. Three young women, the Giles sisters, received Trinity College degrees in 1878, and women entered the college as regular students in 1892. Washington Duke’s gift to the school’s endowment in 1896 was based on the condition that the college would treat women “on an equal footing with men” by establishing an on-campus residence for them. Today, about equal numbers of undergraduate women and men attend the Trinity College of Arts & Sciences.

Engineering courses were first taught intermittently in the nineteenth century starting in 1882. Engineering became a permanent department in 1910, an undergraduate College of Engineering in 1939, and a School of Engineering in 1966 after the addition of graduate courses. The school was renamed the Edmund T. Pratt Jr. School of Engineering in 1999.

Academic expansion of the university throughout its history has included the establishment of other new graduate and professional schools, as well. The first divinity (BD) degree was awarded in 1927, the first PhD in 1928, and the first MD in 1932. The School of Law, founded in 1904, was reorganized in 1930. The following year, the undergraduate School of Nursing was established, transforming in 1985 to a graduate school. The School of Forestry, which was founded in 1938, became the School of Forestry and Environmental Studies in 1974 and was renamed the Nicholas School of the Environment in 1995. The business school was established in 1969 and renamed The Fuqua School of Business in 1980. In 2009, the Sanford School of Public Policy became Duke University’s tenth school.

Modern times have seen Duke emerge as a major center of learning far removed from its origins in a one-room schoolhouse. Its reach is now global, with international campuses, including Duke Kunshan University in China, and many students who study and do service abroad. Duke schools and departments are consistently ranked among the nation’s very best, and several have achieved international prominence. The university frequently wins attention for its research achievements and academic innovations, and its faculty often is called upon to provide leaders for academic and professional organizations. Duke continues to work hard to honor James B. Duke’s charge to attain “a place of real leadership in the educational world.”

Duke University
Today, Duke embraces a diverse community of learners, including approximately 6,500 undergraduates and 7,500 graduate and professional students from a multiplicity of backgrounds. Its motto, *Eruditio et Religio*, reflects the university's fundamental belief in the union of knowledge and faith, the advancement of learning, and the defense of scholarship. Duke University has encouraged generations of students to understand and appreciate the world they live in, their opportunities, and their responsibilities. For more historical information, visit [http://library.duke.edu/rubenstein/uarchives](http://library.duke.edu/rubenstein/uarchives).

**The Campus**

The main campus (West) of Duke University is a beautifully designed complex of buildings in Gothic architecture, bordered on the east by the Sarah P. Duke Gardens and on the west by the 8,000-acre Duke Forest. This campus is dominated by the Duke Chapel, whose 210-foot-high tower houses a fifty-bell carillon. The William R. Perkins Library is one of the largest research libraries in the country. The facility for The Fuqua School of Business is located on West Campus near the intersection of Science Drive and Towerview Drive. East Campus is a smaller complex of Georgian-style buildings and has, as major points of interest, Lilly Library and the Mary Duke Biddle Music Building. Durham is a part of the Research Triangle, an area formed by Duke University, The University of North Carolina at Chapel Hill, and North Carolina State University in Raleigh. The Research Triangle Park, a 7,000-acre campus for research laboratories, governmental agencies, and research-oriented industries, is recognized as one of the world's leading science centers.

Durham, located near the center of the state, has easy access to the Great Smokies of the Appalachian Mountains and to the scenic and historic beaches of the Outer Banks. The area offers varied cultural and recreational activities ranging from concerts, opera, dance, theater, and recitals to intramural, collegiate, and professional sports, boating, skiing, camping, and other outdoor activities.

**The Fuqua School of Business**

Recognizing the importance of business education, Duke University's Board of Trustees established the Graduate School of Business Administration in 1969, with the mandate to provide management education programs of the highest quality. The school began with two programs; an undergraduate major in management science, which no longer exists, and an MBA program that graduated its first class of twelve students in 1972.

Since that time, the school has grown to include seven major academic programs, a tenure-track faculty of eighty-eight, and more than 1,500 master degree candidates enrolled in daytime and executive MBA programs as well as two master of management studies programs and a recently approved master of quantitative management program. The school also offers a PhD program and non-degree executive education courses and seminars.

J. B. Fuqua, formerly chairman of The Fuqua Companies in Atlanta, Georgia, supported the school generously in its development. In honor of Mr. Fuqua's contribution to the school and personal participation in its growth, the school was renamed The Fuqua School of Business in 1980 by proclamation of the Board of Trustees.

In January of 1983, The Fuqua School of Business moved into its present location on Fuqua Drive on Duke University's West Campus. The Thomas F. Keller Center for MBA Education, designed by Edward Larrabee Barnes, offers one of the finest settings for management education in the United States. The 148,000-square-foot space provides for the instruction of MBA students in a variety of degree programs. The east wing of the Keller Center includes six amphitheater-style classrooms, the 458-seat Harold S. Geneen Auditorium, the Kirby Reading Room, and numerous seminar, breakout, and interview rooms.

In May 1989, Fuqua opened the 112,000-square-foot R. David Thomas Executive Conference Center. Named after the founder of Wendy’s International, Inc., the center has 113 guest rooms, three classrooms, a 250-seat dining room and a 110-seat club room prior to extensive renovations that began in 2015 and are set to be completed by 2017. The center was designed to be a comfortable and efficient facility to serve Fuqua's executive students. The Thomas Center is connected to the east wing of the Keller Center by a covered walkway.

The 61,000-square-foot Wesley Alexander Magat Academic Center opened in fall 1999. The center houses the majority of faculty offices as well as seminar and meeting rooms. In 2002, the 77,000-square-foot Lafe P. and Rita D. Fox Student Center opened. Included in the Fox Student Center are a student lounge, dining facilities, student lockers and showers, administrative offices, and a glass-enclosed atrium that serves as the "living room" of the school.

The latest addition to The Fuqua School of Business facilities is the Doug and Josie Breeden Hall, which opened in August 2008. Breeden Hall is the new front door of the school for students and visitors. The building includes a three-story atrium at the Science Drive entry, three 70-seat lecture rooms, two small auditoriums (126- and 146-seat), a team room suite, two large meeting rooms, offices, and the newly expanded Ford Library. The 91,000 square feet of space brings the Fuqua campus size to nearly 500,000 square feet.
Also in 2008, Fuqua launched global expansion, which continues with operations in London and Shanghai. The goal of the expansion was to engage and better understand the regions and their economies, thereby supplementing the global business curriculum for students and research opportunities for faculty.

In 2014, the first group of students in the Master of Management Studies: Duke Kunshan University program began classes at Fuqua and concluded their studies in 2015 at Duke Kunshan University’s newly opened campus.

In 2017, the first group of students in the Master of Quantitative Management program is slated to begin classes on Duke’s campus in late summer.

**Resources of the University**

**The Library System**

The libraries of the university consist of the William R. Perkins Library and the adjoining Bostock Library and the David M. Rubenstein Rare Book and Manuscript Libraries; the Lilly and Music libraries on East Campus; and the Pease Memorial Library at the Duke Marine Lab, as well as four professional school libraries: The Ford Library at The Fuqua School of Business, the J. Michael Goodson Law Library, the Medical Center Library, and the Divinity School Library. As of June 2016, Duke Libraries contained approximately 7,700,000 volumes and ranked among the twenty largest academic libraries in the United States. In all campus libraries, rich collections of electronic and print resources for research and scholarship are available to all Duke students and faculty. Library websites provide gateways to books, journals, and databases. Research librarians at campus libraries help students identify useful resources for research projects and discuss effective research strategies-in person at reference desks, by telephone, e-mail, chat reference, and IM.

**The Ford Library**

The Ford Library occupies a state-of-the-art 21,000-square-foot facility in Breeden Hall that features 225 reader spaces, a database instruction center, and the J. B. Fuqua collection, an archive of materials about the school’s primary benefactor. The library provides ready access to the principal business collections for the university, including 50,000 print books and journals, as well as a comprehensive collection of e-books and e-journals. The library also offers an extensive collection of career materials for all Duke students and provides easy access to career databases, such as the Vault Career Insider and Wetfeet Insider Guides. The library includes an extensive media collection including audio books on a wide range of topics, as well a popular film collection, available to all Duke students and their families. In addition, the library offers the latest technology in online business information and more than fifty databases for business research.

The Ford Library’s collection supports the research and instructional mission of The Fuqua School of Business, while more broadly reflecting the university’s emphasis on interdisciplinary approaches to scholarship and learning. Ford Library collections cover the spectrum of business disciplines, including accounting, corporate strategy, economics, entrepreneurship, decision sciences, finance, health sector management, global business management, marketing, organizational behavior, and operations management. Recent acquisitions are focused on key business issues in the curriculum, such as leadership, ethics, global business management, sustainable enterprise and the social responsibility of business. The Ford Library spends more than $1,200,000 annually on library materials, electronic resources, and databases to support faculty research and student learning in all areas related to business.

Faculty and students worldwide have access to subscription databases from major business information producers such as Bloomberg, S&P Capital IQ, Euromonitor, Factiva, FactSet, Forrester, Frost & Sullivan, Lexis-Nexis, MarketLine, Mintel, ProQuest, Standard & Poors, and Thomson. These databases contain information on companies, industries, and other topics of interest to business students and faculty. Databases are available to all Duke students throughout the library on wireless and high-speed Internet access. Databases and electronic resources are also accessible throughout Fuqua and the Duke campus, as well as most locations worldwide, and they are accessible any time.

Librarians assist students and faculty who are conducting research during reference hours in person at the reference desk, by telephone, e-mail, and IM. Librarians also offer library technology instruction throughout the year. The library’s website highlights library resources, career tools, e-reserves and the library’s blog, which includes announcements of new films and audio books, reviews of new business books, database changes, and library news. The Ford Library website also provides access to the online catalog that locates books in all Duke Libraries, as well as in the libraries at neighboring universities. In addition, the library provides online access to other computer systems that locate books and journals in other libraries, and obtains these materials on loan for Fuqua faculty and students.
Information about The Ford Library may be obtained from library staff or the library’s website at http://library.fuqua.duke.edu/.

Technology at Fuqua

Fuqua’s Information Technology organization consists of eight primary groups, each serving a vital function to the smooth and efficient, day-to-day operation of the school. These groups include the Technical Support Center, Enterprise Infrastructure Services, Educational Technology Services, Software Development Services, Administrative Information Systems, Digital Strategy and Development, Multimedia Services and Distributed Learning Support. These groups are responsible for managing and supporting all aspects of technology and information systems at Fuqua while coordinating their efforts to provide a world-class computing environment for students, faculty, staff, and guests.

The Technical Support Center is responsible for supporting the client computing systems of faculty, staff, PhD candidates, and students in the Daytime MBA and MMS programs as well as the Student Computing Space. The Student Computing Space consists of 228 computing systems including a sixty-two-seat computer lab, sixty-six six-person team rooms equipped with large monitors and technology to provide wireless collaboration wirelessly to the monitors, and express computing stations for quick web and e-mail access as well as ePrint-enabled network printers and multi-function print devices available for student use. The Student Computing Space is continually updated and upgraded to ensure the best possible computing experience for students while at Fuqua.

Fuqua is continually involved in exploring new client computing devices and services. Students are often involved in device and service trials and faculty and staff are outfitted with the latest client computing technology well before many corporate environments. Fuqua students, faculty, and staff have worked directly with companies to evaluate new client-side computing technologies. These trials allow faculty, students, and IT staff to stay on the leading edge of capabilities and emerging technologies needed to support Fuqua’s objectives for innovation in teaching and learning.

Fuqua’s intranet portal, FuquaWorld, provides faculty, staff, and students with a centralized online gateway for accessing Duke and Fuqua-related resources including announcements, discussion boards, integrated scheduling, course schedules, career resources, class roster photos, and team collaboration resources.

Fuqua’s integrated calendaring and scheduling environment enables students to easily manage their personal and group schedules via the web or through clients such as Microsoft Outlook or Mail for Mac OS X. Students are able to add their course schedules or other campus events directly to their personal calendars with a single click. Group scheduling capabilities are also provided to simplify scheduling of team and group meetings by allowing students to view the availability of others and send out team meeting invitations.

Fuqua powers course web sites utilizing the Canvas learning management platform. Canvas provides students with quick, easy web access to courses syllabi, materials, schedules, assignments and communications.

Fuqua’s main web space provides visitors, media, and prospective students with current information about Fuqua programs, global Fuqua events, faculty research, and emerging capabilities. Prospective and incoming students are able to request program information, schedule campus visits, register for recruiting events, and attend online virtual information sessions.

The Multimedia Services team at Fuqua is responsible for managing the teaching and meeting environment. Teaching and meeting spaces are appropriately outfitted with state-of-the-art presentation and communication equipment. They also manage video capture and production technology at the school. Students with questions about how to use the technology in any of Fuqua’s spaces, or students who need additional technology should contact the multimedia department at multimedia@fuqua.duke.edu.

Given the ever evolving world of technology, Fuqua IT is constantly adapting and innovating to meet the academic, collaborative, and research-related needs of our students, faculty, and staff.
Programs of Study

The Duke MBA—Daytime

The Duke MBA—Daytime program prepares individuals for leadership in challenging management careers. The program emphasizes the understanding and application of analytical tools and concepts drawn from a global array of management fields of inquiry. Students are asked to provide structure for unstructured situations and to propose solutions to complex problems. By studying analytical tools, theories, and examples, students learn to identify the common threads in seemingly different business situations and to grasp the essential nature of unfamiliar management problems.

The faculty use a variety of teaching styles. In some courses, lectures are used; in others, the case method predominates. In still others, there is a mix of many styles, including role playing and student presentations. Depending on the course, the work done outside of class is likely to consist of (1) reading texts or articles; (2) working problem sets; (3) researching and writing papers; and/or (4) preparing cases and discussing them in small study groups.

The Fuqua School of Business is a member of the Graduate Management Admission Council, and is accredited by the American Assembly of Collegiate Schools of Business and the Commission on Colleges of the Southern Association of Colleges and Schools to award master’s degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call (404) 679-4500 for questions about the accreditation of Duke University.

Curriculum

The MBA degree requires four semesters, divided into a total of eight terms (plus the Global Institute term), of full-time academic work totaling at least 79 graduate course credits and a minimum cumulative GPA of 3.0 or greater. Students who are proficient in a particular subject may be granted an administrative exemption or pass an exemption exam and subsequently be allowed to substitute advanced coursework for one or more core courses. All students must pay four semesters of full tuition.

Modern management often requires analytical reasoning which focuses on precise statements of relationships between variables. In contemplating the future, concepts of probability become especially important. For these and other reasons, much of the coursework assumes a firm grasp of mathematical concepts. Applicants are strongly encouraged to come prepared with the necessary background. Fuqua offers a variety of preparatory software programs as well as preterm workshops to ensure each student has the requisite knowledge mastered.

Consequential Leadership (CLEAD) Experiences

Consequential Leadership Experiences are designed to address areas of the curriculum that are difficult to present in a traditional classroom setting and are better addressed via nontraditional and multiple formats. The CLEAD experiences are organized to reflect the stages of a student’s development as he or she progresses through the program. CLEAD-1 focuses on the three pillars of Fuqua’s culture: team, leadership, and ethics. The CLEAD-2 involves an experience-based series of activities that build upon the leadership themes that are developed during the first year at Fuqua. The CLEAD Experiences form one of the most exciting and innovative components of Fuqua’s curriculum.
Courses

The Duke MBA—Daytime program combines a foundational core of required courses with a generous selection of electives. Courses are taught in two and one-quarter hour classes that meet twice weekly during six-week terms; (see The Fuqua School of Business academic calendars for specific dates). This shorter term structure allows students to take more classes with the same number of faculty contact hours as a semester or quarter system. These extended class periods enable faculty to cover complex topics during a single class session and permit valuable participation by members of the corporate community. For students, the extended periods also mean ample time for simulations, case presentations, questions, and discussion. Classes meet Mondays and Thursdays or Tuesdays and Fridays. Wednesdays are a day off from classes.

The First Year

The Global Institute

The Duke MBA program begins with a four-week-long Global Institute held in August. The Institute features two core courses: Management 730 (Leadership, Ethics, and Organizations) and Strategy 836 (Global Institutions and Environments). The Global Institute begins the process of becoming a collaborative and consequential leader with a deep understanding of the multifaceted global business environment.

During the first year, students are immersed in the core curriculum. The core courses provide a firm foundation in economics, statistics, accounting, finance, marketing, operations management, and strategy. Complementary skills courses help develop communication and computing skills. Students can potentially begin taking electives in the fall of the first year.

A typical first year schedule (required “Core Courses” are noted with a “*”):

FIRST SEMESTER
Summer
Global Institute
(four-week term)
MANAGEMENT 730 (Leadership, Ethics, and Organizations)*
STRATEGY 836 (Global Institutions and Environments)*
FUQINTRD 565 (Consequential Leadership 1)*

Fall 1
DECISION 610 (Probability and Statistics)*
MGRECON 780 (Managerial Economics)*
ACCOUNTG 590 (Financial Accounting)*
MGMTCOM 567 (Leadership Communication 1)*
Flexible Scheduling: core courses in finance for those with exemptions
DECISION 616 (Business Computer Applications)*
(Students have the option of completing this course prior to arrival on campus.)

Fall 2
FINANCE 645 (Global Financial Management)*
MARKETNG 795 (Marketing Management)*
STRATEGY 835 (Foundations of Strategy)*
MGMTCOM 568 (Leadership Communication 2)*
Flexible Scheduling: Potential Elective if core is exempted or taken in Fall 1

SECOND SEMESTER
Spring 1
OPERATNS 820 (Operations Management)*
Elective
Elective

Spring 2
Elective
Elective

The Second Year

In the second year, Daytime MBA students take the final core course, CLEAD 2, and typically take three elective courses per term; a fourth elective can be added as an overload. Students are able to tailor their course of study to meet their specific educational and career goals. Concentrations and certificates are offered in various disciplines; while not required students are able to pursue up to a total of two concentrations and/or certificates. Fuqua’s elective...
Concurrent Degree Programs change in response to the needs and interests of the students and the business community. These electives, taught by some of the leading professors and practitioners in business, help students develop expertise in functional skills and analytical thinking. The result is a well-rounded, yet focused, management education—a blend of practical know-how, critical thinking, communication skills, and a strategic, global perspective.

Also attractive to students is the opportunity to take up to four approved courses in other schools or departments at Duke University, such as the Duke Law School, the Nicholas School of the Environment, the Sanford School of Public Policy, and the Department of Economics of The Graduate School. With approval, two of the four outside courses may be at the undergraduate level, for example, an undergraduate foreign language course. This option is not available to joint-degree students who already take a substantial number of non-Fuqua classes.

Concurrent Degree Programs

In the spirit of interdisciplinary cooperation, The Fuqua School of Business offers several joint degree programs in conjunction with other graduate and professional programs at Duke University. Concurrent degree programs offer the advantage of earning two degrees in less time than would be required to earn the two separately. These options for study are available through the Duke Law School, the Sanford School of Public Policy, the Nicholas School of the Environment, and the School of Medicine.

Students who are in any of the joint degree programs offered by The Fuqua School of Business must complete a minimum of 65 graduate course credits at Fuqua, exclusive of what requirements exist for the other degree. Because the two degrees are interconnected, students must complete all requirements for both degrees in order to receive either degree. Because joint degree students already take a substantial number of nonbusiness courses, they may not count additional non-Fuqua courses toward their degree. They may participate in Fuqua's international exchange program which allows students to study for a term or semester at an overseas business school.

The MBA—JD

The concurrent MBA—JD program requires four academic years of study that meet the requirements for both the MBA and JD degrees. If you would like to apply for the MBA—JD program, please note that there is a single application for the concurrent degree, hosted by the Law School Admission Council at www.lsac.org. Please do not complete The Duke MBA application if you wish to be considered for the MBA—JD program. Additional information about the Duke Law School may be obtained from the admissions office, Duke University School of Law, Box 90393, Duke University, Durham, NC 27708-0393; (919) 613-7200.

The MBA—MF and the MBA—MEM

The concurrent MBA and master of forestry or master of environmental management degrees normally require three years of study. To apply for these concurrent degrees, you need only fill out The Duke MBA application as both The Fuqua School of Business and the Nicholas School of the Environment utilize the same application form. Please be certain to fill out the portion of this application devoted exclusively to the MBA—MF or MBA—MEM concurrent degree applicants. Additional information on the environmental programs may be obtained from the director of admissions, Nicholas School of the Environment, Box 90330, Duke University, Durham, NC 27708-0330; (919) 613-8070.

The MBA—MPP

The concurrent MBA degree and master of public policy degree requires three years of study. Prospective students must apply for admission to each program and be admitted by both schools independently. Additional information about the public policy program may be obtained from the director of admissions, Sanford School of Public Policy, Box 90239, Duke University, Durham, NC 27708-0239; (919) 613-9205.

The MBA—MD

The MBA—MD program will require five years to complete and begins with two years at the School of Medicine. Prospective students must apply for admission and be admitted by both schools independently. Additional information about the Duke University School of Medicine program may be obtained from the Office of Admissions, School of Medicine, Box 3710 Duke University Medical Center, Durham, NC 27708; (919) 684-2985.
The Duke MBA—Weekend Executive

The Duke MBA—Weekend Executive program is specifically designed to meet the needs of rising executives who remain on the job while completing this rigorous academic program. The Weekend Executive program offers mid- to senior-level managers a general management education, and includes the tools, concepts, and strategies required for senior leadership. Fuqua's Weekend MBA program is widely recognized as one of the leading academic programs to prepare working professionals for a rapidly changing, globally competitive business environment.

The Weekend Executive program combines superb academics and up-to-the-minute research with the experience and knowledge of established managers from diverse industries. The program has provided managers from across the United States, Canada, Mexico, and Puerto Rico an unsurpassed grounding in the fundamentals of business management.

The Weekend Executive curriculum emphasizes the fundamentals of business and management theory: accounting, decision sciences, economics, finance, management, marketing, operations management, leadership, and strategy. This is accomplished in a rigorous academic setting with a cohort of students from a variety of industries and functions. Faculty use a variety of teaching methods in the Weekend Executive classroom, including lectures, case studies, class discussions, simulations, and group projects.

Students travel to the Fuqua campus twice each month. This enables students to bring experiences from the workplace to the classroom for analysis and to apply acquired knowledge immediately upon returning to work. No other degree program has such a direct and immediate impact for participants and their companies.

The Weekend Executive program meets Friday and Saturday every other weekend during terms one through four. The fifth and final term is spent taking four elective courses in an alternate format: a two-week long, face-to-face residency followed by 10 weeks of distance education. Applicants should be in a managerial position and have a minimum of five years of professional experience. The program requires nineteen months of study including fourteen core courses and four elective courses. Prospective students should contact the Office of Admissions, The Fuqua School of Business, Duke University, Box 90120, Durham, NC 27708-0120; e-mail: admissions-info@fuqua.duke.edu; website: www.fuqua.duke.edu; phone: (919) 660-7705, fax: (919) 681-8026.

More specific information about the curriculum is available on the Fuqua website under the “Programs” heading and in this bulletin under Courses of Instruction.

The Duke MBA—Global Executive

The Duke MBA—Global Executive program is tailored to senior-level executives. In this fifteen-month MBA program, students learn about the core functional areas of business and how to integrate these concepts effectively into a global organization. The program's format combines classroom sessions on four continents with distance education. The senior executives in the program come from all over the world and average fifteen years of successful work experience. With a flexible format that combines multiple international program sites with interactive technologies, you can work and live anywhere in the world while participating in the program.

Students experience the maximum learning with minimum disruption to careers and personal lives through the Global Executive program's unique format that combines intensive classroom learning and real-world lessons in international settings to gain a better overall understanding of global business practices.

Students broaden their knowledge, experience, and skill sets with a rigorous general management curriculum that has a global focus and is taught by a top-rated faculty. In addition, they acquire firsthand experience coordinating projects across barriers of time and space in a multinational team environment. Students will establish a strong international network with their global cohort.

Residential classes convene at sites in Latin America, Asia, the Middle East, and North America, five times for a total of nine weeks during the course of the program. Class sessions include lectures, cases, simulations, and visiting speakers from government and business organizations in the region. Fuqua professors deliver the balance of the instruction using interactive software applications. These communication tools allow faculty and students to hold extended dialogues without the normal constraints of classroom and office hours.

Students completing the Global Executive program learn to manage effectively in countries in different economic regions of the world. The knowledge and skills students gain in this program provide a clear competitive advantage for their companies and themselves in the global economy.

Global Executive students receive a unique education in global business and earn a world-class MBA degree from one of the most prestigious universities, while continuing to make significant contributions to their company.
Applicants to the Global Executive program must have a minimum of ten years professional experience, and currently should have international managerial responsibilities within their companies. Prospective students should contact the Office of Admissions, The Fuqua School of Business, Duke University, Box 90120, Durham, NC 27708-0120, e-mail: admissions-info@fuqua.duke.edu; website: www.fuqua.duke.edu; phone: (919) 660-7705, fax (919) 681-8026.

More specific information about the curriculum is available on the Fuqua website under the “Programs” heading and in this bulletin under Courses of Instruction.

**The Duke MBA—Cross Continent**

The Duke MBA—Cross Continent program allows high-potential managers with three to seven years of professional work experience to earn an internationally focused MBA degree in seventeen months. Utilizing a format that minimizes the disruption of careers and family life, the program is designed to be completed while students continue their full-time employment anywhere in the world.

Students must attend a total of eight weeks of residential instruction over the six-term program. In nonresidential weeks, students spend approximately twenty hours per week continuing their studies using Internet-enabled learning. Students participate in online discussion sessions led by their faculty and meet virtually with their team to complete academic assignments from any location in the world.

During the seventeen-month program, Cross Continent students are together for six residencies on four continents. Since students continue to work full time while participating in the program, the knowledge they develop is reinforced immediately as they apply it in the workplace. Students’ face-to-face interaction on four continents combined with their participation in multinational virtual teams reinforces their ability to think in a global context.

The Cross Continent program’s curriculum covers management, marketing, operations, economics, finance, accounting, strategy, and decision sciences. Students take ten core courses, two multi-term courses over five terms, and four elective courses to earn their degree. The Duke MBA—Cross Continent enables students’ employers to fit professional development into their most-valued employees’ careers in a mutually beneficial manner. Students earn a world-class MBA degree that fits their current lifestyle and the organization develops high-potential employees.

Prospective students should contact the Office of Admissions, The Fuqua School of Business, Duke University: e-mail: admissions-info@fuqua.duke.edu, website: www.fuqua.duke.edu, phone: (919) 660-7705, fax: (919) 681-8026.

More specific information about the curriculum is available on the Fuqua website under the “Programs” heading and in this bulletin under Courses of Instruction.

**Health Sector Management (HSM) Certificate**

The Health Sector Management (HSM) certificate program is designed to explore and provide focus for students regarding the structure, function, and realities of the US health care system. This certificate program is available to students in all of Fuqua’s MBA cohorts including Daytime and Executive MBA formats, as well as Fuqua alumni. The HSM program provides knowledge and experiential programs in health care finance, services, product distribution, marketing, and utilization across the biopharmaceutical, medical device, biotechnology, health system and health services delivery insurance, managed care, and health information technology areas.

The HSM program is targeted to professionals throughout health care, including the pharmaceutical, biotechnology, insurance industries, physicians, and other health care providers and professionals with management responsibilities. This program is also suited for executives from supporting sectors, such as consulting, finance, and technology. The HSM program allows for specialization within the Duke MBA, providing in-depth training specific to the business of health care. Seventeen course credits of study are required for successful completion of the HSM certificate.

**Requirements for the Certificate**

**Core Courses**

**HSM Daytime**
- Health Sector Management 705 (Seminars in Health Care)
- Health Sector Management 710 (Health Institutions, Systems and Policy)
• Health Sector Management 711\(^1\) (Health Care Markets)

**HSM EMBA**

• Health Sector Management 705C (Fundamentals of Health Sector Management)
• Health Sector Management 710 (Health Institutions, Systems and Policy)
• Health Sector Management 711E (Health Care Markets)
• Health Sector Management 897E (Health Sector Management Project Course) (EMBA Only)

**Elective Course**

The Daytime program requires three electives and the EMBA program requires two electives (depending upon availability):

• Health Sector Management 712 (Medical Device Strategy (Daytime Only)
• Health Sector Management 714 (Provider Strategy) (EMBA and Daytime)
• Health Sector Management 717 (Biotechnology and Pharmaceutical Strategy) (Daytime Only)
• Health Sector Management 718E (Life Science Product Strategy) (EMBA only)
• Health Sector Management 716 (Health Policy and Management) (Daytime and EMBA)
• Additional Fuqua electives may be considered as HSM elective credit.

**Master of Management Studies: Foundations of Business and Duke Kunshan University**

The Master of Management Studies programs are pre-experience master's degree programs intended to help students obtain core technical business skills and subject matter knowledge that is incremental to their undergraduate degree. Students with a master's degree or PhD in a nonbusiness field who do not have work experience are also strong candidates for the Fuqua MMS program.

The curriculum for the Fuqua MMS program involves fifteen required courses. For the Foundations of Business (FOB) program, these courses are typically offered over five 6-week terms (three courses per term). Each course meets twice a week for 2.25 hours. Classes meet Monday and Thursday or Tuesday and Friday. Wednesdays are reserved for large group work, such as discipline-specific business simulations, Career Management Center activities, team building, and professional development seminars.

Duke Kunshan University MMS students will spend part of the year in Durham and part of the year in Kunshan, China. Courses in the Duke Kunshan University MMS Program may be taught in different formats, ranging from the same six-week format that is typical for FOB courses to more intensive two-week courses.

There are no elective courses and no course exemptions. Course substitutions are not permitted, and students progress through the program as a single cohort. This structure reflects the importance of the following issues: (1) the need to ensure the appropriate balance between the breadth and depth required to successfully prepare for an entry-level position; (2) the need to ensure that students have uniform quality with respect to depth of exposure to concepts and frameworks in a given area; and (3) the value of intact cohorts which will allow us to enhance teaming skills in repeated contexts.

Degree requirement include completion of the following core courses:

• Accounting 510F/510K (Introduction to Financial Accounting)
• Decision 516F/516K (Quantitative Business Analysis)
• Management Communications 505F/505K (Business Communication 1)
• Finance 524F/524K (Foundations of Capital Markets)
• Marketing 550F/550K (Introduction to Marketing Analysis)
• Economics 547F/547K (Fundamentals of Business Economics)
• Finance 525F/525K (Foundations of Corporate Finance)
• Management Communications 506F/506K (Business Communication 2)

1. This course is eligible for CME credit for physicians.
• Strategy 557F/557K (Principles of Strategy)
• Accounting 511F/511K (Principles of Cost and Managerial Accounting)
• Decision 517F/517K (Spreadsheet Modeling and Decision Analysis)
• Marketing 551F/551K (Fundamentals of Market Intelligence)
• Accounting 512F/512K (Fundamentals of Financial Analysis)
• Management 544F/544K (Foundations of Management & Organizations)
• Operations 554F/554K (Introduction to Operations and Supply Chain Management)

Students interested in the program should contact the Office of Admissions, The Fuqua School of Business, Duke University, Box 90120, Durham, NC 27708-0120; e-mail: admissions-info@fuqua.duke.edu; website: www.fuqua.duke.edu; phone: (919) 660-7700; fax: (919) 684-2818.

Doctor of Philosophy

The PhD in Business Administration program prepares candidates for research and teaching careers at leading educational institutions and for careers in business and governmental organizations where advanced research and analytical capabilities are required. The PhD program places major emphasis on independent inquiry, on the development of competence in research methodology, and on the communication of research results. Students are introduced at the outset of the program not only to rigorous coursework, but also to the research activities of the faculty and of other students. (A ratio of doctoral students-in-residence to faculty of less than one-to-one facilitates this opportunity to work closely with faculty.) The school offers programs of research and training in the areas of accounting, decision sciences, finance, management and organizations, marketing, operations management, and strategy.

The program requires that doctoral candidates must acquire expertise in their chosen area of study and in research methodology. This competence may be gained from coursework, participation in seminars, and independent study. Each student must complete their preliminary examination (a paper or other requirement depending upon the area) by the end of their third year of residence. The final requirement is the presentation of a dissertation. The PhD program usually requires four to six years of work. The student and the faculty in his/her area determine the specific program of study.

Non-Degree Executive Education Programs

Fuqua’s non-degree executive education programs provide leadership and management development for executives and managers across various functions, industries, and geographies. Program participants are equipped with strategies, action plans, procedures, and tools that they can immediately apply in their organization.

Tuition reductions are available for Duke University alumni and staff.

Duke Leadership Program

DLP is ideal for anyone with current or anticipated leadership responsibilities, ranging from high-level executives and managers, managers expecting to take on leadership roles and those who are not in management positions but are expected to lead and influence others in the course of their work. The program provides a framework for understanding and improving participants’ individual leadership styles. Central to the course is a 360-degree assessment that explores participants’ strengths and weaknesses in six leadership behavior areas or domains and identifies specific challenges and opportunities. Participants work one-on-one with experienced executive coaches to develop a personalized plan for successful leadership that can be implemented immediately.

Duke Management Program

DMP is ideal for those who lead teams, departments, or taskforces where work is accomplished by guiding and resourcing others. The program is valuable to people of various levels of organizational management, from project managers to people managers. DMP translates the science of management into practical insights and actionable strategies. Taught by distinguished Fuqua professors who are experts in decision making, teams, negotiation, motivation, and diversity, participants will learn to identify obstacles to employee and team success and harness their potential.
Global Leadership Workshop

This program is ideal for professionals who supervise teams or contractors in different countries, multigenerational teams, or people of opposite gender. The Global Leadership Workshop gives managers the tools to lead diverse and geographically dispersed groups. Before the course starts, participants complete a preworkshop survey on cultural differences that exist between their teams. As participants progress through the program, they’ll develop a “road map” to help build a unique and personalized action plan.

Navigating Health Care Trends

Navigating Health Care Trends is designed for health care professionals (7+ years of work experience) who seek to understand the drivers of healthcare strategy and planning including, insurers, service providers, information technology/analytics providers and others who support the delivery of health care. NHCT gives participants insight into Fuqua faculty’s research and an opportunity to engage with leaders from across the industry to prepare for the trends shaping business now and in the future. Through lecture, case studies, class discussion and team exercises, participants are challenged to think more creatively about how their business can continue to prosper in health care’s new landscape.

Communication for Leaders

Communication for Leaders is intended for managers and executives who want to dramatically enhance their communications effectiveness and command attention from their audiences. This program is ideal for professionals who interface with the general public and key stakeholders. Participants will learn to present with power, lead and communicate through crisis, embrace the power of social media, and answer tough questions presented to them.

Business Negotiation Skills

Business Negotiation Skills benefits professionals who lead and manage projects, processes, and teams, as well as internal and external stakeholders. Negotiation is the art and science of securing agreements between two or more interdependent parties. Effective negotiation—whether with partners, employers, managers, clients, or colleagues—is a foundational skill in management and leadership. This course will teach participants how to use differences to gain a positional advantage, and better understand how varying demographics can influence the negotiation process. Participants have the opportunity to develop their skills by participating in live negotiations in a variety of settings, integrating their personal experiences with key principles from exercises and course discussions.

Financial Analysis for Sales Executives

Financial Analysis for Sales Executives is intended for Sales Executives, Credit and Collections Executives, and National Account Managers/Directors who want to increase their sales profitability through financial analysis. Participants will learn a foundation in financial analysis—how to calculate the true cost of goods and services, budget, forecast, and most importantly, read a financial statement. Understanding these important financial principles will help participants drive greater profitability, maximize shareholder return, and leverage both their own and their customer’s business to outsell the competition.

Any of these programs can be tailored for a particular organization or department. To learn more, visit [www.ee.fuqua.duke.edu](http://www.ee.fuqua.duke.edu), call (919) 660-8011, or e-mail [ExecEd-info@fuqua.duke.edu](mailto:ExecEd-info@fuqua.duke.edu).
Admissions

Overview

The Fuqua School of Business is a challenging and rigorous academic institution, to which admission is highly selective. Acceptance is based on the ability to excel, not only academically, but also in the business community. All admitted applicants must possess outstanding intellectual ability and strong academic credentials. In addition, applicants must have demonstrated leadership and managerial skills through their professional and extracurricular activities. The coursework frequently requires students to work together in teams, so each student must also possess excellent interpersonal skills. To be eligible for admission, a student must have earned a bachelor's degree from an accredited college or university. No specific undergraduate major is considered preferable to any other. The demands of the curriculum call for mathematical skills and aptitude, along with the ability to perform successfully in a program that emphasizes logical and analytical reasoning. The Fuqua School of Business offers six programs: The Duke MBA—Daytime program, The Duke MBA—Cross Continent program, The Duke MBA—Global Executive program, The Duke MBA—Weekend Executive program, the Master of Management Studies (MMS): Foundations of Business program, and the Master of Management Studies (MMS): Duke Kunshan University program.

Application Requirements

Application

The application for admission can only be submitted using the online application form. Instructions for completing an application are located in the online application. The applications for all programs are accessible through Fuqua’s website at www.fuqua.duke.edu. An application for admission will not be evaluated until all supporting materials have been received.

Interview

- **The Duke MBA—Daytime:** We offer two interview options: Open Interviews and Invitation-Only Interviews. Open Interviews occur in Durham from September 8 to October 6, 2016. After October 6, interviews are by invitation only based on a review of the completed application. Invited applicants may select to interview in Durham as well as in locations around the world. All Early Action applicants located within the United States should plan to travel to Durham during the Open Interview period to complete their interview. No interview invitations will be extended for applicants residing in the United States unless they live on the West Coast. For Early Action Applicants, Invitation-Only interviews will be extended during the last half of the Open Interview season, and will only be extended to applicants residing on the West Coast of the United States, and to applicants residing internationally. All other applicants are expected to travel to Durham.
- **The Duke MBA—Global Executive, The Duke MBA—Weekend Executive, The Duke MBA—Cross Continent:** Interviews are required and can be conducted on campus in Durham or via phone or Skype.
- **MMS: Foundations of Business, MMS: Duke Kunshan University:** Interviews are by invitation only based on a review of the completed application. A limited number of interviews may be available during designated Campus Visit days.
Résumé

Résumé should be one page and submitted electronically with the application.

Essay Questions

- Each program has specific essay questions that need to be answered. The essay questions can be found online at www.fuqua.duke.edu and on the applications.
- Candidates who applied in last year's application cycle are considered reapplicants. All reapplicants to The Duke MBA—Daytime and the MMS programs are required to complete the Reapplicant Essay in addition to the Applicant Essays.
- Applicants have the opportunity to submit an optional essay to explain any circumstances of which the admissions committee should be aware.

GMAT and GRE

The Duke MBA—Daytime, The Duke MBA—Cross Continent, The Duke MBA—Weekend Executive, MMS: Foundations of Business, and MMS: Duke Kunshan University: the GMAT or GRE is required. The test must have been taken in the past five years and score reports must be sent to the Office of Admissions directly from the GMAT or GRE testing services.

Transcripts

- A legible, scanned copy of your transcript(s) must be uploaded into the online application for each college or university attended even if a degree was not granted. All courses and grades must be listed and the degree granted and the date conferred must be clearly visible on the transcript.

Recommendations

- The Duke MBA—Daytime, MMS: Foundations of Business and MMS: Duke Kunshan University: Two letters of recommendation are required with the exception of reapplicants, who must submit only one additional recommendation. All recommendations should be submitted through our online system.
- The Duke MBA—Weekend Executive, The Duke MBA—Cross Continent, and The Duke MBA—Global Executive programs: Two letters of recommendation are required. One of the letters must be from a current immediate supervisor. All recommendations should be submitted through our online system.

Sponsorship Letter

The Duke MBA—Cross Continent, The Duke MBA—Weekend Executive, The Duke MBA—Global Executive: Are required to submit a letter from your current employer outlining your company’s support of time and/or financial commitment. Proprietors or principals of a company can provide a letter of self-sponsorship

Nonrefundable Application Fee

- The Duke MBA—Daytime, The Duke MBA—Weekend Executive, The Duke MBA—Global Executive, and The Duke MBA—Cross Continent programs: A $225 USD application fee, payable by VISA or MasterCard. The application fee is paid electronically with submission of the online application.
- MMS: Foundations of Business: A $125 USD application fee, payable by VISA or MasterCard. The application fee is paid electronically with submission of the online application.
- MMS: Duke Kunshan University: No application fee is required.

International Applicant Requirements

(Appplies to All Programs)

- Though English as Second Language (ESL) test scores are not required for a completed application, international applicants who did not complete the majority of their undergraduate degree from a school whose primary language of instruction is English, are encouraged to include valid ESL test scores with their application.
• International applicants who completed their education in a non-English-speaking program should make arrangements to have their academic records translated and sent along with the originals. Where American-style transcripts are not used, the applicant should include all available records, including courses, grades, degrees, and rank in class. These records should be certified by the appropriate university officials.

• **Request for Temporary Visa, Proof of Financial Support Forms:** All international students must submit proof of sufficient funding to obtain student status at Duke University.

• **Financial Aid:** Fuqua is pleased to offer scholarship aid to international applicants. However, scholarship funds are limited and awards will not be sufficient to fund all tuition and living expenses. International applicants are not eligible for federal student aid and must demonstrate that they have sufficient resources to fund their years of study. Fuqua offers both cosigner and no-cosigner international student loan opportunities. These loans are not available to students in the MMS: Duke Kunshan University program. Further details are available on Fuqua’s financial aid website.

• **International Student Bootcamp:** Two years are required to complete The Duke MBA—Daytime program and all students are required to carry the normal full course load. All instruction is in English, so those who have a different native language may want to consider the advantages of attending the International Student Bootcamp (ISB) offered at Fuqua. ISB attendance may be a condition of admission for incoming international students. If you need more information on the International Student Bootcamp, please contact Mark Brown, Director, International Student Bootcamp, The Fuqua School of Business, Duke University, Box 90120, Durham, NC 27708-0120; e-mail: mtb2@duke.edu; phone: (919) 660-7868 or (919) 660-7865; fax: (919) 660-2905.

• **MMS International Student Bootcamp:** The Master of Management Studies: Foundations of Business program and the Master of Management Studies: Duke Kunshan University program are instructed exclusively in English and all students are required to carry the normal full course load. Those students who have a different native language may want to consider the advantages of attending the MMS International Student Bootcamp (MMS ISB) program offered at Fuqua. MMS ISB attendance may be a condition of admission for incoming international students. If you need more information on the MMS International Student Bootcamp program, please contact Mark Brown, Director, The Fuqua School of Business, Duke University, Box 90120, Durham, NC 27708-0120; e-mail: mtb2@duke.edu; phone: (919) 660-7868 or (919) 660-7865; fax: (919) 660-2905.
Financial Information

Tuition and Fees

Tuition varies for each of the programs in The Fuqua School of Business. Current information on tuition costs are available online at http://www.fuqua.duke.edu/financial-aid/. The Fuqua School of Business endeavors to make it possible for all qualified students to attend Duke University. The Financial Aid Office is committed to working together in partnership with all students to provide the appropriate guidance and counseling needed to assist them with obtaining financial resources.

All charges are due and payable at the times specified by the university and are subject to change without notice. A charge will be imposed for any student’s check returned to the university unpaid.

The Duke MBA—Daytime degree requires four semesters of full-time academic work totaling at least 79 graduate course credits. In some cases, it is possible for a student to complete these 79 course credits in fewer than four semesters. This will not reduce tuition costs. Students are required to pay four semesters of tuition in the daytime MBA program.

Refund Policies

The Duke MBA—Daytime

After the beginning of classes, tuition refunds will be made on a prorated basis. Tuition charges paid from grants or loans must be returned to the proper grant or loan account and will not be returned to the student.

<table>
<thead>
<tr>
<th>Time of Withdrawal</th>
<th>Refund Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Global Institute for incoming students</td>
<td>100% tuition for the semester</td>
</tr>
<tr>
<td>Before the start of Fall Term 1</td>
<td></td>
</tr>
<tr>
<td>Before the start of Spring Term 1</td>
<td></td>
</tr>
<tr>
<td>During the first week of Global Institute for incoming students</td>
<td>80% tuition for the semester</td>
</tr>
<tr>
<td>During the first week of Fall Term 1 for returning students</td>
<td></td>
</tr>
<tr>
<td>During the first week of Spring Term 1 for all students</td>
<td></td>
</tr>
<tr>
<td>During the second or third week of Global Institute for incoming students</td>
<td>60% tuition for the semester</td>
</tr>
<tr>
<td>During the second or third week of Fall Term 1 for returning students</td>
<td></td>
</tr>
<tr>
<td>During the second or third week of Spring Term 1 for all students</td>
<td></td>
</tr>
<tr>
<td>During the final week of Global Institute for incoming students</td>
<td>20% tuition for the semester</td>
</tr>
<tr>
<td>During the fourth or fifth week of Fall Term 1 for returning students</td>
<td></td>
</tr>
<tr>
<td>During the fourth or fifth week of Spring Term 1 for all students</td>
<td></td>
</tr>
<tr>
<td>After the fifth week (each semester)</td>
<td>None</td>
</tr>
</tbody>
</table>

1. Refund policy refers only to tuition payments; the initial deposit is nonrefundable.
Master of Management Studies: Foundations of Business & Duke Kunshan University

After the beginning of classes, tuition refunds will be made on a prorated basis. Tuition charges paid from grants or loans must be returned to the proper grant or loan account and will not be returned to the student.

<table>
<thead>
<tr>
<th>Time of Withdrawal</th>
<th>Refund Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before classes begin (each semester)</td>
<td>100% tuition for the semester</td>
</tr>
<tr>
<td>During the first week of classes (each semester)</td>
<td>80% tuition for the semester</td>
</tr>
<tr>
<td>During the second or third week of classes (each semester)</td>
<td>60% tuition for the semester</td>
</tr>
<tr>
<td>During the fourth or fifth week of classes (each semester)</td>
<td>20% tuition for the semester</td>
</tr>
<tr>
<td>After the fifth week (each semester)</td>
<td>None</td>
</tr>
</tbody>
</table>

Withdrawal from Executive MBA Programs

Should a student choose to withdraw or take a leave of absence from one of the executive MBA programs, he/she must inform the director of the program in writing. Tuition refunds will be made according to the following schedule. Tuition paid from loans may be returned to the lender and not to the student. Please review the Student Handbook provided to all enrolled students for additional details on refunds.

The Duke MBA—Cross Continent

Tuition refunds for The Duke MBA—Cross Continent program will be made according to the following schedule:

<table>
<thead>
<tr>
<th>Time of Withdrawal</th>
<th>Refund Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before the start of the term</td>
<td>100% tuition for the term</td>
</tr>
<tr>
<td>Before the first day of residency</td>
<td>75% tuition for the term</td>
</tr>
<tr>
<td>Before the last day of residency</td>
<td>20% tuition for the term</td>
</tr>
<tr>
<td>After the last day of residency</td>
<td>None</td>
</tr>
</tbody>
</table>

The Duke MBA—Global Executive

Tuition refunds for The Duke MBA—Global Executive program will be made according to the following schedule:

<table>
<thead>
<tr>
<th>Time of Withdrawal</th>
<th>Refund Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before the start of the term</td>
<td>100% tuition for the term</td>
</tr>
<tr>
<td>Before first day of residency</td>
<td>75% tuition for the term</td>
</tr>
<tr>
<td>Before the last day of residency</td>
<td>20% tuition for the term</td>
</tr>
<tr>
<td>After the last day of residency</td>
<td>None</td>
</tr>
</tbody>
</table>

The Duke MBA—Weekend Executive

Tuition refunds for The Duke MBA—Weekend Executive program will be made according to the following schedule for each billing Term (Terms 1–5):

<table>
<thead>
<tr>
<th>Time of Withdrawal</th>
<th>Refund Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before the start of the term</td>
<td>100% tuition for the term</td>
</tr>
<tr>
<td>Before orientation/first weekend of classes</td>
<td>75% tuition for the term</td>
</tr>
<tr>
<td>Before second weekend of classes</td>
<td>20% tuition for the term</td>
</tr>
<tr>
<td>After the second weekend of classes</td>
<td>None</td>
</tr>
</tbody>
</table>

Payment Policies

Payment of Accounts

Following first enrollment in The Fuqua School of Business, monthly invoices are available online. Questions should be directed to the Office of the Bursar at www.bursar.duke.edu. As a part of the agreement of admission to Duke University, a student is required to pay all invoices as presented. A late payment charge will be assessed for all charges not paid in full by the late payment date, and certain restrictions may be applied.
Late Payment Charge

If the total amount due on the student’s invoice is not received by the bursar by the invoice late payment date, a penalty charge will be accrued from the billing date of the invoice. The late payment charge is assessed at a rate of the 1 1/4 percent per month (15 percent per annum) applied to the amount outstanding.

Debts

An individual will be in default if the total amount due is not paid in full by the late payment date. A student in default will not be allowed to receive a transcript of academic records, have academic credits certified, or receive a diploma at graduation. No records are released until students have settled with the bursar for all indebtedness. Failure to pay all university charges on or before the times specified by the university will bar the student from class attendance until the account is settled in full. In addition, an individual in default may be subject to withdrawal from school.

Transcript Fee

All Fuqua students will be charged in the first semester a one-time mandatory fee of $40 for transcripts. This entitles the student to an unlimited number of Duke University transcripts.

MBA Association Fee

All daytime MBA students are assessed a nonrefundable fee to be used to support the activities of the MBA Association.

MMS Association Fee

All foundations of business and Duke Kunshan University MMS students are assessed a nonrefundable fee to be used to support the activities of the MMS Association.

Recreation Fee

All full-time Fuqua students will be charged a recreation fee each semester which provides them with unlimited use of on-campus recreation facilities.

Graduate Student Activity Fee

All full-time Fuqua students will be charged a Graduate Student Activity Fee each semester while they are in residence.

Graduate Student Services Fee

All full-time Fuqua students will be charged a Graduate Student Services Fee each semester while they are in residence.

MBA First Year Pre-Term Fee

All entering daytime MBA students will be charged in the first semester a one-time mandatory preterm registration fee.

University Parking Permit

Any full-time Fuqua student wishing to park in a university-owned parking lot must purchase a parking permit from the Duke University Parking Office. This is normally done online during the spring or summer.

Student Health Fee

All full-time Fuqua students are assessed a nonrefundable fee for the Student Health Center (SHC) each semester. This fee supports a number of services and activities that foster a healthy campus community. Specifically, the fee covers most services rendered within the Student Health Center and Counseling and Psychological Services (CAPS) during each enrolled semester. An optional summer health fee for daytime students not enrolled in summer sessions is also available through the SHC business office in the Duke Student Health Center. For more information, see http://studentaffairs.duke.edu/studenthealth.
**Student Medical Insurance**

The university has made arrangements for a Student Medical Insurance Plan to cover all daytime and foundations of business students at their expense, for a twelve-month period. For an additional fee a student may obtain coverage for a spouse and children. Medical insurance is essential to protect against the high cost of medications, unexpected illnesses, and injuries which would require hospitalization, surgery, or the services of specialists outside the Duke Student Health Center. Therefore, all students are required to have medical insurance that is comparable to the Duke-sponsored medical insurance plan. International students with an F-1 or J-1 visa status are required to purchase the Duke Student Medical Insurance Plan. Others may waive the Duke Student Medical Insurance Plan upon proof of equivalent coverage. The Student Medical Insurance Plan provides protection twenty-four hours per day during the full twelve-month term of the policy for each student insured. Students are covered on and off campus, at home, while traveling between home and the school and during interim vacation periods. Coverage, services, and costs are subject to change each year as deemed necessary by the university. For information regarding coverage, consult the Duke University Office of the Bursar website at [www.bursar.duke.edu](http://www.bursar.duke.edu).

**Restrictions**

Students are expected to meet academic requirements and financial obligations, as specified elsewhere in this bulletin, in order to remain in good standing. Certain nonacademic rules and regulations must be observed also. Failure to meet these requirements may result in dismissal by the appropriate officer of the university.

**2016-17 Estimated Cost of Attendance for Nine-Month Period**

<table>
<thead>
<tr>
<th>Required Fees</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fee</td>
<td></td>
</tr>
<tr>
<td>Tuition</td>
<td>$63,200</td>
</tr>
<tr>
<td>Student Health Insurance&lt;sup&gt;a&lt;/sup&gt;</td>
<td>$2,525</td>
</tr>
<tr>
<td>Student Health Fee</td>
<td>$772</td>
</tr>
<tr>
<td>MBA Association Fee</td>
<td>$500</td>
</tr>
<tr>
<td>Graduate Student Government Activity Fee</td>
<td>$36</td>
</tr>
<tr>
<td>Graduate Recreational Facilities Fee</td>
<td>$274</td>
</tr>
<tr>
<td>Graduate Student Services Fee</td>
<td>$20</td>
</tr>
<tr>
<td>Transcript Fee (one-time fee/first year only)</td>
<td>$40</td>
</tr>
<tr>
<td>Pre-Term Fee (one-time/first year only)</td>
<td>$1,875</td>
</tr>
<tr>
<td>Total Educational Expenses</td>
<td>$69,242</td>
</tr>
</tbody>
</table>

**Educational Supplies**

- Books, Supplies, and Course Packs $1,300

**Living Expenses**

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>$8,064</td>
</tr>
<tr>
<td>Food</td>
<td>$4,644</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$3,420</td>
</tr>
<tr>
<td>Transportation</td>
<td>$1,746</td>
</tr>
<tr>
<td>Phone Service</td>
<td>$594</td>
</tr>
<tr>
<td>Total Estimated Other</td>
<td>$18,468</td>
</tr>
</tbody>
</table>

Total Estimated Budget for First-Year Student $89,010
2016-17 Estimated Cost of Attendance for Eleven-Month Period

Duke MMS (Master of Management Studies): FOB

Required Fees

<table>
<thead>
<tr>
<th>Fee</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$49,900</td>
</tr>
<tr>
<td>Student Health Insurance&lt;sup&gt;a&lt;/sup&gt;</td>
<td>$2,525</td>
</tr>
<tr>
<td>Student Health Fee</td>
<td>$1,044</td>
</tr>
<tr>
<td>MMS Association Fee</td>
<td>$450</td>
</tr>
<tr>
<td>Graduate Student Government Activity Fee</td>
<td>$36</td>
</tr>
<tr>
<td>Graduate Recreational Facilities Fee</td>
<td>$274</td>
</tr>
<tr>
<td>Graduate Student Services Fee</td>
<td>$20</td>
</tr>
<tr>
<td>Transcript Fee (one-time fee/first year only)</td>
<td>$40</td>
</tr>
<tr>
<td>Total Educational Expenses</td>
<td>$54,289</td>
</tr>
</tbody>
</table>

Educational Supplies

Books, Supplies, and Course Packs  $1,000

Living Expenses

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>$9,856</td>
</tr>
<tr>
<td>Food</td>
<td>$5,676</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$4,180</td>
</tr>
<tr>
<td>Transportation</td>
<td>$2,134</td>
</tr>
<tr>
<td>Phone Service</td>
<td>$726</td>
</tr>
<tr>
<td>Total Estimated Other</td>
<td>$22,572</td>
</tr>
</tbody>
</table>

Total Estimated Budget for First-Year Student  $77,861

<sup>a</sup>The Student Medical Insurance Plan is required for all Fuqua daytime MBA and MMS students and is charged during the fall semester. It can be waived if you have other health insurance coverage. International students with an F-1 or J-1 visa are required to purchase this student medical insurance plan. The actual cost of the Student Medical Insurance Plan is established in late spring each year. The university bursar's office provides additional information regarding student medical insurance with Fall tuition statements.

MMS (Master of Management Studies): Duke Kunshan University

Please refer to the following MMS: Duke Kunshan University link to learn more about tuition and fees: https://dukekunshan.edu.cn/en/mms/costs-financial-aid.

Financial Aid

The Fuqua School of Business endeavors to make it possible for qualified students to attend Duke even though their own resources may be insufficient. Financial aid is available in the form of fellowships/scholarships and through various student loan programs.

Financial Aid Application Process

Students who expect to apply for federal loan assistance must complete the Free Applications for Federal Student Aid (FAFSA) as soon after January 1 as possible. The FAFSA results are not required for scholarship consideration.
Scholarships and Fellowships

Each year a number of merit-based scholarships are available to incoming daytime MBA and MMS students. The decisions regarding scholarships are made by a committee. Your offer of admissions will indicate when you can expect to hear regarding possible fellowship/scholarship assistance. The criteria for selection are prior academic achievement, demonstrated qualities of leadership, involvement in extracurricular activities, and professional accomplishments. Awards for daytime MBA students are for the two years of the MBA program and range from partial tuition to full tuition and may only be applied to tuition payments. Awards for MMS students cover part of the tuition. Funding is limited and is awarded as applicants are admitted to the program. New funding for awards is not available in the second year of the daytime MBA program; thus students who enroll without a fellowship or scholarship award should not anticipate an award in their second year.

Named Scholarships and Fellowships for the Daytime MBA Program

Listed below are the named awards for students who have already been awarded a Fuqua scholarship. Selection of recipients is made during the summer/fall. Some awards do have a special application process to honor endowment restrictions. All special applications are coordinated through the financial aid office. Named awards replace or cover a portion of The Fuqua School of Business merit scholarships already awarded, but do not provide additional scholarship funding to the recipient.

**Rex and Ellen Adams Scholarship Endowment** was established in 1995 to provide scholarship support for minority students in The Fuqua School of Business.

**Rex D. Adams Scholarship Fund** was established to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in the full-time, Daytime MBA program in The Fuqua School of Business at Duke University.

**Harshavardhan V. Agadi Scholarship Fund** was established in 2009 to provide whole or partial scholarships to female graduate professional students who are citizens of India and who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

**Alliance One International, Inc. Scholarship** was established in 1992, as the Monk-Austin, Inc. Endowed Scholarship Fund, to provide scholarship support to MBA students in The Fuqua School of Business. Primary consideration should be given to students from North Carolina. The endowment’s name was changed in 1996 and again in 2006 to reflect changes in the corporation’s name.

**Fuqua Alumni Minority Scholarship** was established in 1996 to provide scholarship support to graduate minority students enrolled in The Fuqua School of Business with a preference given to African American students.

**L. Alvarez Scholarship Fund** was established in 2014 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business with a preference being given to students holding Spanish citizenship.

**Susan S. and David S. Bagwell Minority Scholarship** was established in 1986 to be used for unrestricted purposes at the discretion of the dean of The Fuqua School of Business. In 2007, the purpose of the endowment was amended and restated. This endowment provides whole or partial scholarships to minority graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

**The Bandeen Family Fuqua International Scholarship Fund** was established in 2013 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University and have lived the majority of their lives outside the United States.

**Bank of America Endowed Scholarship Fund** was established in 1995 to provide scholarship support for graduate students in The Fuqua School of Business.

**W. Joseph and Diane Biggers Scholarship Endowment** was established in 1991 to provide scholarship support to students enrolled in The Fuqua School of Business.
**Martin L. Black, Jr. Fellowship Fund** was established in 1974 to honor Martin L. Black by providing scholarships for Duke students in accounting. Awards are to be made to students on the basis of academic performance during the first year in the MBA program as well as having an interest in the field of accounting.

**Myra and William Waldo Boone Endowment for The Fuqua School of Business** was established in 1995 to provide financial aid to deserving Canadian students in The Fuqua School of Business.

**Bovender Family/HCA Minority Scholarship Fund for the Health Sector Management Program** was established in 2006 in response to the Financial Aid Initiative Challenge to provide scholarship support to minority graduate students who are, or shall be at the time of receipt of this scholarship, enrolled in the Health Sector Management Program (HSM) in The Fuqua School of Business.

**Douglas K. Bratton Scholarship Endowment Fund** was established in 1995 to provide scholarship support for residents of North Carolina who are graduate students of The Fuqua School of Business.

**Douglas T. Breeden Scholarship Endowment Fund** was established in 2006 in response to the Financial Aid Initiative to provide scholarship support to graduate students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

**Ray E. Brown Scholarship** was established in 1977 to provide annual scholarships to meritorious students in the Health Administration Program, now known as Health Sector Management (HSM), at Duke University.

**Burlington Industries Scholarship Quasi Endowment Fund for The Fuqua School of Business** was established in 2004 by action of the Board of Trustees to provide merit-based scholarship support for students enrolled in The Fuqua School of Business.

**F. Calabrese Endowment Fund** was established in 1986 to provide scholarships in The Fuqua School of Business. First preference shall be given to students who have participated in intercollegiate athletics either at Duke University or the Catholic University of America, then to those who have participated in intercollegiate athletics at any other institution of higher education.

**The Carey Family Scholarship Fund** was established in 2012 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

**Chase Manhattan Scholarship** was established in 1988 to support MBA students in The Fuqua School of Business.

**Fuqua Class of 1987 Endowed Scholarship** was established in 1988 to provide support to any second-year student who meets the following criteria: (1) did not receive Fuqua support in the first year, (2) first year academic standing, (3) active in school and/or extracurricular activities.

**Fuqua Class of 1988 Endowed Scholarship** was established in 1988 to provide support to any second-year student who meets the following criteria: (1) did not receive Fuqua support in the first year, (2) first year academic standing, (3) active in school and/or extracurricular activities.

**Julian Connally Scholarship Fund** was established in 1983 to provide financial aid for students in The Fuqua School of Business.

**Walter Albert and Bertha Barefoot Corbett Memorial Endowment for The Fuqua School of Business** was established in 1975 to honor Mr. Corbett’s parents and to support the Graduate School of Business Administration.

**Claudia B. Davis Scholarship Fund** was established in 2007 to provide scholarship support to graduate professional students who are pursuing social entrepreneurship and are, or shall be at the time of receipt of the scholarship, enrolled in The Fuqua School of Business.

**De Persgroep Scholarship Fund** was established in 2013 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University.
Robert L. Dickens Scholarship Endowment Fund was established in 2006 in response to the Financial Aid Initiative challenge to provide scholarship support to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Donald R. Draughon Scholarship Endowment Fund was established in 1999 to provide scholarship support for students in The Fuqua School of Business. Preference in awarding the scholarship shall be given to students from North Carolina.

Electrolux Scholarship Fund was established in 2015 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Ernst and Young Health Care (HC) Scholars Endowment Fund was established in 1998 to provide support of a fellowship or fellowships for the Health Sector Management Program (HSM) within The Fuqua School of Business. Graduate students accepted into this program should have a GPA of 3.1 (on a scale of 4.0) or higher, demonstrated leadership qualities, and a possible interest in a professional services career.

The Euteneuer Family Scholarship Fund was established in 2014 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University.

James R. Felts Memorial Scholarship was established in 1987 to provide financial aid to students in the Department of Health Administration, now known as Health Sector Management (HSM).

Mary R. Few Memorial Scholarship Endowment Fund for The Fuqua School of Business was established in 1997 to provide scholarships for female students in The Fuqua School of Business. Need-based grants to first-year students are preferred.

Marsland Fousse Family Global Scholarship Fund was established in 2006 in response to the Financial Aid Initiative to provide scholarship support to graduate students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Thomas Fousse Scholarship Fund was established in 2013 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Charles H. Frenzel Health Administration Scholarship Endowment Fund was established in 1991 to provide scholarship support to students in the Health Administration program, now known as Health Sector Management (HSM).

Thomas F. Frist, MD Merit Scholarship was established in 1984 to provide merit scholarships for students enrolled in the Department of Health Administration, now known as Health Sector Management (HSM).

Fuqua Scholarship Fund was established in 2007 to fund scholarships for graduate professional students in The Fuqua School of Business.

Robert A. and Annie Lewis J. Garda Endowment Fund was established in 1988 to support an outstanding MBA student in The Fuqua School of Business.

Garda Scholarship Endowment Fund was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide merit-based scholarship support for graduate students in The Fuqua School of Business. The recipient thereof will be selected for two years according to merit, based on criteria established by The Fuqua School of Business.

Carol and Watts Hamrick Scholarship Fund was established in 2006 in response to the Financial Aid Initiative challenge to provide scholarship support to graduate students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Fuqua School of Business Scholarship Endowment, Funded by the James G. Hanes Memorial Fund Foundation was established in 1987 to provide scholarships in The Fuqua School of Business. The award was
established in 1987 by the generous support of the James G. Hanes Memorial Fund to provide support for outstanding students in The Fuqua School of Business.

**P. Huber Hanes Fund #4** was established in 1939 to provide general scholarship aid, scholarship aid for junior and senior students majoring in business administration, scholarship aid to students in the School of Religion, now known as Duke Divinity School, scholarship aid for alumni children, and a fund for the Duke University Press to finance the publication of one book each year. The fund was later revised and split between four areas. This segment provides scholarship support for students in The Fuqua School of Business.

**Susan Kelly and William B. Haskett III Scholarship Endowment Fund** was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide need-based scholarship support for **MBA** students in The Fuqua School of Business who are in active military service or who have been honorably discharged from the military.

**Gerald L. and Anita-Agnes Hassell Scholarship Fund** was established in 2011 to provide scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University.

**Ryan Healey Scholarship Fund** was established in 2014 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University.

**Health Administration Alumni Endowment Fund** was established in 1981 to provide scholarships for students studying in the Department of Health Administration.

**Karl and Nancy Hemmerich Fellowship Endowment Fund** was established in 2000 to provide fellowship support for students enrolled in The Fuqua School of Business.

**Patrick J. and Judith E. Henry Scholarship Endowment Fund** was established in 1999 to provide scholarship and fellowship support for graduate students in The Fuqua School of Business.

**Vivian Edward Hollinshed Scholarship** was established in 1980 to provide scholarships for students in the Graduate School of Business Administration.

**Edward A. Horrigan, Jr. Business Scholarship** was established in 1988 for the Edward A. Horrigan, Jr. Business Scholarship Fund in The Fuqua School of Business. The scholarship shall be awarded by the school to American-born, US citizens who are largely dependent upon financial aid for the cost of their education.

**Richard and Mamie Howerton Scholarship** was established in 1987 to provide scholarships for health administration students, now known as Health Sector Management (HSM).

**Health Administration Alumni Endowment Fund** was established in 1981 to provide scholarships for students studying in the Department of Health Administration, now known as Health Sector Management (HSM).

**Ludwig J. and Sophie M. Jaeger Endowment Fund** was established in 1985 to be used for merit scholarship in health administration.

**The Catherine Jefferson Foundation Scholarship Fund** was established in 2013 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University.

**Ery Kehaya Leadership Scholarship Fund** was established in 2004 to provide whole or partial scholarships to second year, graduate professional students with demonstrated academic excellence and qualities of leadership while enrolled in The Fuqua School of Business.

**Thomas Crafton Keller Memorial Fund** was established in 1982 to provide scholarships to students enrolled in The Fuqua School of Business.

**Ruth and Harry Kiefer Scholarship Endowment Fund** was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide scholarship support for daytime MBA students with a military background in The Fuqua School of Business.
William A. and Anne L. Klopman Endowment Fund was established in 1987 to provide scholarships to students enrolled in The Fuqua School of Business.

Wesley A. Magat Memorial Scholarship Endowment Fund was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide scholarship support for graduate students in The Fuqua School of Business.

Walter and Marjorie Manley Scholarship Endowment Fund was established in 1991 to provide scholarship support to students in The Fuqua School of Business. The scholarship shall be awarded by the school to a deserving MBA candidate as determined by Fuqua's financial aid committee.

Catherine E. Massey Scholarship Endowment was established in 2006 in response to the Financial Aid Initiative to provide scholarship support to female graduate professional students who are, or shall be at the time of receipt of the scholarship, enrolled in The Fuqua School of Business.

J. Alexander McMahon Scholarship Endowment in the Health Sector Management Program was established in 2002 to provide scholarship support for students in The Fuqua School of Business who are pursuing a concentration in health sector management (HSM). Preference in awarding the scholarship shall be given to minority HSM students who plan to seek careers in health care provider institutions. If, in any given year, there are no qualified students meeting the criteria set forth in the foregoing sentence, then preference shall be given to HSM students who plan to seek careers in health care provider institutions.

Mead Scholarship for Business Administration was established in 1976 to provide scholarship aid to students in The Fuqua School of Business.

Helen A. and Bruce C. Miller Scholarship Fund was established in 2004 by Helen A. and Bruce C. Miller to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Nan Gray and Albert C. Monk III Scholarship Endowment Fund was established in 2000 to provide scholarship support for graduate students in The Fuqua School of Business.

James H. Moshovitis Endowment was established in 1990 to provide unrestricted support for The Fuqua School of Business at the discretion of the dean of the school.

Ronald L. & Liane S. Nicol Scholarship Fund was established in 2012 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

North Carolina Treasury Management Association Endowment was established in 1986 to be used at the discretion of the dean of The Fuqua School of Business.

Norfolk Southern Corporation Scholarship Endowment was established in 1995 to provide scholarship support for graduate students in The Fuqua School of Business. Recipients shall be determined in accordance with the guidelines established and then in use by the university.

The John and Hillary Peruzzi Scholarship Fund was established in 2011 to provide whole or partial scholarship support to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Marshall I. & Sarah W. Pickens Scholarship was established in 1969 to provide one or more scholarships in The Graduate School of Hospital Administration at Duke University.

Georgiana and Ira Platt Scholarship Fund was established in 2007 to provide scholarship support to graduate professional students who are, or shall be at the time of receipt of the scholarship, enrolled in The Fuqua School of Business at Duke University.

Stephen Knight Pond Endowment was established in 1991 to be used for the Stephen Knight Pond Scholarship Fund in The Fuqua School of Business. The scholarship shall be awarded by the school to an MBA candidate with sales or sales management experience before entering the school.
Truby G. Proctor, Sr. Memorial Scholarship was established in 1994 to provide scholarship support for students in The Fuqua School of Business.

Richards MBA Scholarship Fund was established in 2013 to provide five (5) evenly divided whole or partial scholarship annually to graduate professional students who are, or shall be at the time of the receipt of this scholarship, enrolled in any MBA program at The Fuqua School of Business.

Richards Daytime MBA Scholarship One Fund was established in 2014 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in the Daytime MBA program at The Fuqua School of Business.

Richards Daytime MBA Scholarship Two Fund was established in 2014 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in the Daytime MBA program at The Fuqua School of Business.

The Liz Riley Hargrove Scholarship Fund was established in 2013 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Howard C. Ris Scholarship Endowment was established in 1987 to provide scholarships to students enrolled in The Fuqua School of Business.

Pamela S. Rodriguez and Carlos Jose Rodriguez-Peyton Scholarship Fund was established in 1999 in response to The Duke Endowment challenge and amended in 2005. Income shall be used to provide scholarship support to students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business and reside in Latin America. If no students meet this criterion, preference will be given to United States citizens of Latin American descent.

Thomas B. Roller Endowment Fund was established in 2000 to provide scholarship support for students in The Fuqua School of Business.

Rollins Scholars Endowment Fund was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide scholarship support for students in The Fuqua School of Business.

Sacerdote Family Scholarship Endowment Fund was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide merit-based scholarship support for students in The Fuqua School of Business. The recipient of the scholarship will be selected for two years according to merit, based on admissions criteria established by the school.

William A. and Marion F. Schultz Fund was established in 1982 to be used for scholarship assistance and shall be awarded in accordance with the guidelines established and then in use by the Duke University Program of Health Administration, now known as Health Sector Management (HSM).

Catharine A. and Daniel M. Searby Scholarship Endowment Fund was established in 2002 to provide support for Rollins Scholars in The Fuqua School of Business.

ServiceMaster Scholarship Endowment was established in 1984 to provide merit scholarships for students enrolled in the Duke University Department of Health Administration, now known as Health Sector Management (HSM).

Blair H. Sheppard Scholarship Fund was established in 2011 to provide whole or partial scholarships to international graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Charles T. Smith, Jr./KPMG Peat Marwick Scholarship Endowment was established in 1994 to provide scholarship support for qualified candidates with preference for minority graduate students in The Fuqua School of Business.
Mark A. Spreen Endowment was established in 1992 to be used for the Mark A. Spreen Scholarship Fund in The Fuqua School of Business. The scholarship shall be awarded by the school to a deserving MBA candidate as determined by the financial aid committee.

J. Paul Sticht Fellowship Endowment Fund was established in 1984 as the R.J. Reynolds Industries Fellowship to award fellowships to alumni of Grove City College who matriculate in the graduate business program of The Fuqua School of Business. The fellowships are awarded on the basis of excellence in academic accomplishment and leadership achievement, on merit alone, regardless of financial need. In 2006, the purpose was amended so that if there are no candidates from Grove City College, then distributions from the fund may be used for other students on the basis of academic accomplishment and leadership achievement, on merit alone, regardless of financial need.

Tandon Family Scholarship Fund was established in 2013 to provide merit based scholarship to an entering first year student in the Daytime MBA program. The preference for this scholarship is that the student should be a resident and citizen of India at the time of admission. There is a further preference that this scholarship be awarded to a student with significant financial need as determined by admissions and financial aid departments.

Textron Scholarship Endowment was established in 1996 to provide scholarship support for graduate students in The Fuqua School of Business, with a preference for American ethnic minority students, international students, or women students.

Thanksgiving Foundation Endowment Fund was established in 1999 in response to The Duke Endowment challenge. Income shall be used to provide scholarship support for students in The Fuqua School of Business.

Paula Tipton Takacs Memorial Scholarship Fund was established in 2014 to provide whole or partial scholarships to female graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business at Duke University, with a preference given to US citizens.

Robert E. Toomey Scholarship in Health Administration was established in 1989 to provide financial assistance to Health Administration, now known as Health Sector Management (HSM), students.

Herman and Johanna Vander Weide Endowment was established in 1986 to provide scholarships for students enrolled in The Fuqua School of Business.

Ann Vander Weide Endowment was established in 1991 to provide scholarships for students enrolled in The Fuqua School of Business.

Kathleen Kaylor and G. Richard Wagoner, Jr. Fellowship Fund was established in 2006 in response to the Financial Aid Initiative challenge to provide fellowship support to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Edward Wooster Scholarship Fund was established in 2011 to provide whole or partial scholarships to graduate professional students who are, or shall be at the time of receipt of this scholarship, enrolled in The Fuqua School of Business.

Financial Aid Programs

The Fuqua School of Business participates in long-term federal and alternative student loan programs. Students applying for federal loans must complete the Free Application for Federal Student Aid (FAFSA). The FAFSA may be completed using any of the following: (complete only one FAFSA) (1) The online FAFSA is available at www.fafsa.ed.gov. (2) The paper version is available by calling (800) 433-3243 after January 1. Complete or request the FAFSA application that applies to the upcoming academic year.

Federal Student Loan Programs

Direct Unsubsidized Stafford Loan: This is a federal student loan that enables graduate students to borrow up to $20,500 per academic year. The student is responsible for the interest that accrues while he/she is enrolled in school. The interest may be paid while you are enrolled in school or you can allow the lender to capitalize the interest and add it to the principal at the time of repayment. The aggregate loan limit for the federal Stafford Loan program is $138,500 (undergraduate and graduate combined). If a student reaches the $138,500 loan program aggregate
limit, then they will not be eligible for federal student aid. Borrowers are responsible for tracking their federal student loan history through the National Student Loan Data System (NSLDS): [https://www.nslds.ed.gov/nslds/nslds_SA/](https://www.nslds.ed.gov/nslds/nslds_SA/).

The interest rate for the Federal Direct Stafford Loan program is fixed at 5.31 percent when the first disbursement of the loan is issued between July 1, 2016 and June 30, 2017. The Department of Education (the federal government) is the lender and they set the interest rates for Federal Direct Student Loans.

The Unsubsidized Stafford Loans has a 1.068 percent origination fee for Federal Fiscal Year 2016 (which began October 1, 2015 and ends September 30, 2016). The fee is deducted from the loan proceeds at disbursement. Beginning October 1, 2016 the origination fee will be 1.069 percent for the Federal Fiscal Year 2017.

Unsubsidized Stafford Loans have a six-month grace period. Repayment does not begin until six months after the student graduates, withdraws, or is enrolled less than half-time.

**Federal Direct Graduate PLUS loans:** This federal student loan may be used to supplement or replace expected contributions up to the Standard Cost of Attendance. The Department of Education (the federal government) is the lender and they set the interest rates for Federal Direct Student Loans. The Graduate PLUS loan has a fixed interest rate at 6.31 percent when the first disbursement of the loan is issued between July 1, 2016 and June 30, 2017. Also, it has a 4.272 percent origination fee for Federal Fiscal Year 2016 (which began October 1, 2015 and ends September 30, 2016). Beginning October 1, 2016 the origination fee will be 4.276 percent for the Federal Fiscal Year 2017. A six-month grace period after the student leaves school is available upon request. All programs provide deferment of payments while enrolled full-time.

**Federal Perkins Loan:** This is a federal student loan program, which is campus based and administered by Duke University and The Fuqua School of Business. The annual federally authorized loan limit provides for loans up to $8,000 per academic year, with an aggregate loan limit of $60,000 per student. Due to limited funding, we are unable to offer this loan to all eligible students with financial need. The Fuqua School of Business awards these funds based on a student’s determined financial need and available loan funds. The interest rate on Federal Perkins Loan is fixed at 5 percent and is subsidized during in-school enrollment and the nine-month grace period. The interest will begin to accrue nine months after graduation or termination of enrollment.

**Alternative (Private) Student Loans**

Like the Direct Graduate PLUS Loan, alternative student loans may be used to supplement or replace expected contributions up to the Standard Cost of Attendance. Alternative student loans are private loans that are offered by various banks and lending institutions. Interest rates on alternative student loans will vary (depending on the lender). Many lenders use Prime or three-month LIBOR to help determine rates. These loans may have processing fees that are deducted at each disbursement or charged at repayment. All programs provide deferment of payments while enrolled full-time and may offer at least a six-month grace period after graduation before repayment begins. Because the terms and conditions vary more than Federal Direct Student Loan programs, additional information detailing these programs will be provided along with the individual financial aid award notification when eligibility for a federal loan is determined.

If you are interested borrowing through a Private/Alternative Education Loan program, please visit the following Student Loan page for Duke Recommended Lenders and the Application Process: [http://financialaid.duke.edu/loans/recommended-lenders](http://financialaid.duke.edu/loans/recommended-lenders).

**International Student Loan Program**

The Fuqua School of Business offers both cosigner and no-cosigner international student loan opportunities.

**Cosigner Options**

Loans with a US cosigner typically offer a lower interest rate. For more information about loans available to those who have a US cosigner, please access [Duke University’s Recommended Lenders link](http://financialaid.duke.edu/loans/recommended-lenders). The US cosigner must be a creditworthy citizen or permanent resident. Keep in mind that for some lenders, a student must have a social security number in addition to having a cosigner.

**No-Cosigner Options**

No-cosigner loan program options are specific to each program class. See the tables in International Student Loan Options link to find your program and graduating class to learn about & apply to the available student loan
options. Note that for Cross Continent and Global programs, lender eligibility varies according to your residency while attending the program (US or Non-US). Please be sure to access the appropriate section in the link.

**Loan Borrowing Eligibility:**

Starting Fuqua Program before 2016: Currently enrolled students and newly admitted students who started their Fuqua program in 2015 may borrow up to 90 percent of their cost of tuition, minus any other aid (i.e. scholarships, other student loans).

Starting Fuqua Program in 2016: Newly admitted students who will start their Fuqua program in 2016 may borrow up to 80 percent of their cost of tuition, minus any other aid (i.e. scholarships, other student loans).

For more information about the application requirements for this program, visit [http://www.fuqua.duke.edu/financial-aid/international-students/international-student-loan/](http://www.fuqua.duke.edu/financial-aid/international-students/international-student-loan/).

**External Funding Sources for International Students**

We have provided a list of external funding programs from various international agencies on this website: [http://www.fuqua.duke.edu/financial-aid/international-students/daytime-mba/](http://www.fuqua.duke.edu/financial-aid/international-students/daytime-mba/). We encourage you to view the list of programs as you may find a suitable funding source.
The Career Management Center

Students enter business school with diverse career interests and various levels of job search and career planning skills. As such, the services provided by the Fuqua Career Management Center (CMC) are designed to meet a wide range of interests and needs.

The CMC helps students identify their career goals and teaches them how to market themselves effectively to target employers. “We don’t just provide services and resources to help students find jobs now,” explains Associate Dean Sheryle Dirks. “We want them to graduate with career-building strategies and skills they can use throughout their careers.”

The Career Management Center Mission Statement

As a leading global business school career center, Fuqua’s Career Management Center advances quality relationships and fosters learning across multiple stakeholder groups including students, alumni, employers, and the Fuqua and Duke communities.

We enhance student and alumni success through proactive career and job search preparation to manage their goals as leaders of consequence in a rapidly changing, diverse employment marketplace.

Collaborating with employers, we facilitate meaningful partnerships that meet mutual objectives, foster information exchange, and enable talent acquisition and development.

We serve as an integral part of the Fuqua and Duke communities, generating thought leadership, sharing best practices, developing resources, and building networks through the development of educational, professional, and cross-cultural experiences.

The CMC functions to

- educate you about hiring trends in job functions, industries, and companies of interest;
- prepare you for your job search;
- support you throughout your career advancement and/or job search process;
- market Fuqua students and alumni to a range of employers; and
- connect you to the global job market through appropriate channels in the Fuqua and Duke networks, which may include recruiting events on and off campus.

We offer group and individual services to help you to answer the big-picture questions:

- What do you want to do?
- What is your overall job search strategy?
- What is your branding statement or value proposition?
- What is your personal marketing plan?
- What barriers will you face?

We help you refine your career advancement and job search tools:

- Target List
- Communication Strategy
- Library and industry resources
- Networking correspondence
- Résumé reviews
- Cover letter reviews
- Mock interviews

We help you maximize your success:

- Offer evaluation
- Offer negotiation
- On-the-job objectives and questions

Strong Recruiting Partnerships

The CMC also partners with employers to help them achieve their recruiting and talent acquisition goals. This support includes hosting recruiting events and interviews on campus, creating convenient recruiting channels for employers who choose not to visit campus, helping companies make strategic recruiting decisions, and marketing Fuqua students and alumni to new companies. As a result, the number, diversity, and quality of these organizations make for an impressive portfolio of recruiting partners.
The Fuqua Culture

The Fuqua culture is one of the things that makes the Fuqua experience special. It is a culture built on collaboration and teamwork, which teaches its students how to become effective team members on the road to becoming powerful Leaders of Consequence. It also typifies the cultural and educational diversity of the student body. The Fuqua411.com is a website sponsored and maintained by the Office of Student Life at Fuqua. It houses a myriad of policies, resources, information and referrals for students. It is considered to be the “Official Guide” for student life at Fuqua.

Team Fuqua

“Team Fuqua” is how students, faculty, and staff have come to refer to Fuqua’s team-based working environment. It refers not only to the many teams in which students work on class projects throughout their time here, but also to the cooperative approach that all of us at Fuqua take to accomplish the many tasks at hand.

During your first year you will hear much about Team Fuqua. Students worried about competing with fellow students will be pleasantly surprised upon arriving at Fuqua. Through the concept of Team Fuqua, the Fuqua community stresses success through teamwork among students, faculty, and the administration. Consequently, students are more preoccupied with learning from and challenging each other rather than competing for grades. In addition, the faculty and administration are very accessible and cooperative, and treat the entire practice as a mutual learning experience.

In addition to academics, Daytime MBA students actively participate in a variety of clubs, organizations, and extracurricular activities—simply put, Fuqua prides itself on being “student led.” Each club and organization has a variety of leadership positions enabling Fuqua students to test and learn some of their new skills in a more practical environment. These experiences can be personally and professionally rewarding. Fuqua’s clubs and organizations are a great way to get to know other students with similar interests or to explore and learn about new opportunities and experiences. While students have to be selective about what activities they get involved in, their extracurricular involvement contributes significantly to the value of their experience here at Fuqua and to the success of the school overall.

Fuqua is a more casual place than one might think. Jeans, shorts, and T-shirts are accepted attire for most daytime lectures and events; suits are expected for evening meetings with recruiters and other formal events. The Fox Student Center has a lower level changing room area where students can leave their business attire and change in the middle of the day for an upcoming event or interview.

Unique to Fuqua is the daytime class structure, with no classes scheduled on Wednesdays. The midweek respite helps provide Fuqua students with some breathing room during the school’s rigorous six-week terms—ensuring students have the opportunity to focus on academics (team meetings), professional development (with various business and professional symposia), extracurricular activities (club meetings and intramural activities), and dedicated personal time (with family and friends).

Fuqua students reserve long hours for studying, working on team projects, and attending classes. On Friday evenings, the MBA Association (MBAA) sponsors Fuqua Fridays, the perfect end to a stressful week. These socials
often have themes whereby students and families enjoy socializing with each other, coupled with a variety of free food and beverages for all. After the Fuqua Friday event concludes, many people go out together for dinner and late-night entertainment at various locations throughout the Durham-Chapel Hill area.

Celebrating Diversity

Faculty, staff, and students at Fuqua value the collective diversity of our community. The following statement is displayed on the east end of the Keller Building mallway:

The Fuqua School of Business appreciates and values the differences inherent in our community. As an organization, we are committed to building and sustaining an environment that is conducive to capitalizing on the diversity within our community as a source of intellectual, personal, and professional growth and innovation.

In addition to continuously exploring ways to facilitate a more inclusive environment, Fuqua serves as host for a number of events each year in an effort to promote and celebrate diversity in all its forms.

Academic Freedom

Freedom of inquiry and the free exchange of ideas are essential for the fulfillment of the university's mission. Academic freedom is a right and responsibility of students as well as faculty. Students who believe that their academic freedom has been abridged should submit a written complaint to their academic dean. The dean may enlist the faculty in establishing the merits or extent of the complaint by appointing a disinterested two-person subcommittee of the Faculty Hearing Committee to provide advice. Cases not resolved by the dean may be brought to the attention of the provost. Students may also seek advice of the student ombudsperson in resolving a complaint.

The Honor Code of the Fuqua Community

Duke University expects and will require the cooperation of all its students in developing and maintaining high standards of scholarship and conduct. The university wishes to emphasize its policy that all students are subject to the rules and regulations of the university currently in effect or which are put into effect from time to time by the appropriate authorities of the university.

The Fuqua School of Business has established its own Honor Code. Any student in accepting admission indicates a willingness to subscribe to, and be governed by, these rules and regulations and acknowledges the right of the university to take such disciplinary action, including suspension and/or expulsion, as may be deemed appropriate, for failure to abide by such rules and regulations or for conduct adjudged unsatisfactory or detrimental to the university.

Violations of the code and certain university regulations are adjudicated before the Fuqua Judicial Board, composed of representatives of the student body and the faculty.

The Fuqua School of Business Honor Code

(Complete version available here)

Preamble: Duke University is a community of scholars and learners, committed to the principles of honesty, trustworthiness, fairness, and respect for others. Students share with faculty and staff the responsibility for promoting a climate of integrity. As citizens of this community, students are expected to adhere to these fundamental values at all times, in both their academic and non-academic endeavors.

The objective of The Fuqua School of Business Honor Code is to promote these standards. As the Fuqua community benefits from the atmosphere of trust fostered by the Honor Code, each member is responsible for upholding the spirit as well as the letter of the Code.

Scope of the Honor Code: The Honor Code and the Honor Code Bylaws address violations or actions committed by students of The Fuqua School of Business or others taking MBA classes at Fuqua. PhD students are members of the Graduate School of Duke University and are governed by the Judicial Code and Procedures of the Graduate School. Misconduct involving discrimination, harassment (including sexual misconduct), domestic violence, dating violence, and stalking will be addressed through applicable Duke University procedures. In addition, matters not addressed by the Honor Code may be covered by other Fuqua or Duke University policies.

Before matriculating at The Fuqua School of Business, all students will be provided a copy of the Honor Code and the Honor Code Bylaws. Each student will sign a statement indicating that he or she accepts the provisions of the Honor Code and the Honor Code Bylaws without reservations.
Violations: Violations of The Fuqua School of Business Honor Code consist of the following:

Lying: Lying includes, but is not limited to, communicating untruths in order to gain an unfair academic or employment advantage.

Cheating: Cheating includes, but is not limited to, using unauthorized materials to complete an assignment; copying the work of another person; unauthorized providing of material or information (e.g., proprietary course information) to another person; using the work of another without giving proper credit (e.g., plagiarism); and working on course material outside of the time constraints imposed by the instructor. In the event a student is unclear as to what constitutes unauthorized material and/or the appropriate time constraints, he or she has a duty to seek clarification from the course instructor. Instructors are responsible for defining the manner in which assignments should be completed.

Stealing: Stealing includes, but is not limited to, taking the property of another member of the Fuqua community without permission, defacing or vandalizing the property of The Fuqua School of Business, or the misuse of Fuqua resources.

Failure to Report: Any party having knowledge of an Honor Code violation without reporting it will be considered an accessory to the violation and subject to penalty if found guilty.

Student Judicial Representatives: Students in each program will elect student Judicial Representatives. These students are expected to help educate the student community about the Honor Code; provide advice to students, faculty and administration on Honor Code matters, and, if necessary to serve on the Judicial Board. In each MBA program, two student Judicial Representatives will be elected one of the first two terms of the program.

Charges: If any member of the Fuqua community believes that an Honor Code violation has occurred, then he or she may approach the suspected violator to clarify what happened. If after the approach the person making the allegation realizes no violation occurred, then the issue may be dropped. However, if the person making the allegation chooses not to approach the individual or after approaching the individual still believes a violation may have occurred, he or she must promptly bring the matter to the attention of the Associate Dean for the program or a student member of the Judicial Board.

The Associate Dean, together with two student investigators, will promptly investigate the matter. The Associate Dean may delegate his or her role in the investigation to another member of the faculty or staff, if necessary. The two student investigators will be appointed by the Associate Dean and must be members of the same program as the accused. All investigation participants will be bound by a confidentiality agreement. The accused will be notified that they are under investigation and will be given a copy of these bylaws and reminded of their rights. Upon completion of the investigation, the investigators will decide whether to initiate formal proceedings.

After the investigation is completed, the Associate Dean will notify the accused of the investigators’ decision. If formal charges are filed, the accused will be notified that he or she is being charged with an Honor Code violation and that proceedings will be held. Charges may be one or more of the following: lying, cheating, stealing or failure to report a violation, as defined above. This notification will be at least five days prior to a formal hearing before the Judicial Board. The notification will consist of a written list of charges and other supporting material that the Associate Dean and the two student investigators deem relevant. The same notification will be simultaneously provided to the members of the Judicial Board.

Rights: Anyone suspected of a violation has the following rights:

- The right to be informed that he or she is under investigation.
- The right to avoid self-incrimination.
- The right to seek advice from other members of the Fuqua community.
- The right to receive any materials related to his or her case distributed to the Judicial Board in advance of the hearing no less than 48 hours before the hearing.
- The right to have an advisor present at the Judicial Board hearing, although it is not the responsibility of The Fuqua School of Business to provide such an advisor, and the advisor’s presence is limited to offering advice to the accused. The advisor may not address the Board or any witnesses.
- The right to present witnesses and evidence at the Judicial Board hearing.
- The right to a fair and impartial hearing by the Judicial Board.
- The right to confront witnesses at the Judicial Board hearing.
- The right to appeal a verdict or penalty for the following reasons:
  - The discovery of substantial new evidence.
  - Failure by the investigators or the Judicial Board to follow these Honor Code Bylaws.
Judicial Board Proceedings: A formal hearing of the charges will be held before the Judicial Board after the Associate Dean has initiated formal proceedings. The Judicial Board hearing will be convened no earlier than five business days and no later than 15 business days after the accused has been notified of the charges against him or her and of the time, date and place of the Judicial Board hearing.

The Judicial Board will consist of three faculty members appointed by the Dean of The Fuqua School of Business or his/her representatives, three student representatives, and a Chair. The Chair will be a member of the faculty, appointed by the Dean, and will have non-voting status except in the case of a tie vote. Faculty representatives will hear all Honor Code cases. Students from each of the programs will form a “pool” of Judicial Representatives. The students on the Judicial Board for any particular hearing will be selected from the Judicial Representatives pool and at least one of those representatives must be from the accused student’s program. If there are not enough student Judicial Representatives available, the Chair may appoint other students to serve on the Board. At least five of the six voting members and the Chair must be present to hold a hearing. The Associate Dean (or his/her designee) will attend the hearing to represent the investigative team. The Chair is responsible for running the proceedings and moderating all discussions.

If the accused chooses to be present at the beginning of the hearing, the Chair will ask the accused if he or she understands his or her rights as enumerated above. If the accused answers in the negative, the Chair will explain these rights and the hearing will proceed. The Chair of the Judicial Board will then read the charges against the accused and request a plea of guilty or innocent on each charge.

If the accused pleads guilty, the Chair will invite the accused to make a statement describing the violation(s) and the circumstances leading to the violation(s) and discuss any extenuating or mitigating circumstances. The accused may offer evidence or call witnesses to support his or her statement. If necessary, the Associate Dean may also present evidence and call witnesses. The members of the Judicial Board, the Associate Dean, and the accused may question all witnesses and may examine any physical evidence that may be presented.

If the plea is not guilty or the accused chooses not to be present, the Associate Dean will then present the evidence and call witnesses (if any) supporting the charge(s) against the accused. Once the case against the accused has been presented, the Chair will give the accused the opportunity to present his or her defense. The accused may also offer evidence or witnesses to refute the charges and may discuss any extenuating or mitigating circumstances. The members of the Judicial Board, the Associate Dean, and the accused may question all witnesses and may examine any physical evidence presented.

After both sides have presented arguments and made closing statements, the accused, witnesses and the Associate Dean will leave the room. The Judicial Board will then discuss the case and vote on the guilt or innocence on each charge. Members of the Judicial Board should vote “guilty” if they believe there is convincing evidence that the accused violated the Honor Code. Specifically, board members should vote “guilty” if they believe that the probability that the accused violated the Honor Code exceeds 90 percent. A simple majority vote of the Judicial Board will decide the verdict. If the verdict is guilty, the Judicial Board will then decide on a penalty or penalties, again determined by a simple majority vote.

If necessary, the Chair of the Judicial Board may adjourn the hearing or deliberations concerning guilt or penalties. However, the Board must conclude its proceedings within 20 business days of the first Judicial Board hearing.

A complete record (written, audio, or video) of the proceedings will be made and this record and any evidence will be retained by the Associate Dean to serve as a reference for future cases. All participants in the hearing must maintain the confidentiality of all those involved.

Penalties: In the event of a conviction, the Judicial Board will determine an appropriate penalty. These include, but are not limited to, the following:

Cheating Violations
- Minor Penalty: reprimand and recommended failure of the assignment or course.
- Moderate Penalty: suspension for one term.
- Severe Penalty: suspension for not less than one semester or expulsion.

Stealing Violations
- Minor Penalty: restitution.
- Moderate Penalty: restitution and suspension for one term.
- Severe Penalty: restitution and suspension for not less than one semester or expulsion.
Lying Violations: Lying to gain an unfair academic advantage will be treated as a cheating violation. Lying to gain an unfair employment advantage will have the following penalties:

- **Minor Penalty:** interviewing with the company involved will be prohibited.
- **Moderate Penalty:** loss of all interviewing privileges at The Fuqua School of Business and suspension for one term.
- **Severe Penalty:** loss of all interviewing privileges at The Fuqua School of Business and suspension for not less than one semester or expulsion.

Failure to Report: Failing to report a violation will be treated as an accessory to the unreported violation.

Convictions of an Honor Code violation may limit the student’s ability to participate in The Fuqua School of Business activities and may result in the loss of scholarship or fellowship support. If a convicted student chooses to run for or serve in an elected or appointed office, the Judicial Board may require that the student body be informed of the details of the conviction. During a period of suspension or following expulsion, a student may not use any resources or facilities of The Fuqua School of Business nor participate in activities conducted by the School or its student organizations.

All convictions of Honor Code violations will be noted on the student’s transcript. Except in the case of expulsion, a student can petition the Dean of The Fuqua School of Business to have these notations removed from his or her transcript after some time has expired. The Judicial Board will determine the time period, with the following recommendations:

- **Minor Penalties:** one year
- **Moderate Penalties:** two years
- **Severe Penalties:** four years

The time periods will run from the date of the conviction or the end of the suspension if there is one.

Notification: The Chair or another member of the Judicial Board will notify the accused and the Associate Dean of the verdict and penalty as soon as reasonably possible. Regardless of the outcome of the case, the Chair of the Judicial Board will publish a brief summary of the case for the benefit of the students and faculty of The Fuqua School of Business. The summary will include the following: class of the accused, charges brought, verdict and penalty. The summary should be published shortly after the conclusion of the proceedings.

Appeals: As noted above, any person convicted of an Honor Code violation has the right to appeal a verdict or penalty if substantial new evidence is uncovered or if the Associate Dean or the Judicial Board failed to abide by these Bylaws.

Appeals must be initiated in writing and should be made directly to the Dean of The Fuqua School of Business. The Appeals Committee will consist of the Dean or the Dean’s appointee, a tenured faculty member appointed by the Dean and a student appointed by the Dean. The Appeals Committee may uphold the decisions of Judicial Board, reverse a verdict or change a penalty, or send a case back to the Judicial Board to hear new evidence.

Appeals based on failure to abide by these bylaws must be initiated within 15 business days of a conviction. The Appeals Committee must respond to the appeal within ten business days of the appeal. The Appeals board will publish a summary of its conclusion for the benefit of the students and faculty of The Fuqua School of Business.

Revision: At any time, the Judicial Board may review the Honor Code and propose revisions to it or these Honor Code Bylaws. Any proposed revisions must be approved by a vote of the faculty and a vote of all students of The Fuqua School of Business. In each vote, approval will be determined by a simple majority of those voting. The new Honor Code and Honor Code Bylaws become effective immediately after both bodies approve it.

--- revised October 23, 2015

Fuqua Community Standard

(Complete version available [here](#).)

Duke University is a community dedicated to scholarship, leadership, and service and to the principles of honesty, fairness, respect, and accountability. Citizens of this community commit to reflect upon and uphold these principles in all academic and nonacademic endeavors, and to protect and promote a culture of integrity. To uphold the Fuqua Community Standard:

- I will not lie, cheat, or steal in my academic endeavors;
- I will conduct myself honorably in all my endeavors; and
- I will act if the Standard is compromised.
The Fuqua Community Standard embodies Fuqua’s Guiding Principles (Honor Code, Learning Partnership, Diversity Statement, and Team Charter). Community entails a sense of connectedness to others and their welfare, feeling part of Duke University every day and being responsible for its continual improvement. Community refers as well to a feeling of connection to the region of the world in which we are located. It posits the counterbalancing of group benefit with individual needs and wants, and a Duke identity with the many personal identities based on demographics and interest. The kind of environment we strive to achieve is one in which civility (but not docility) reigns; an environment in which ideas are promulgated, and challenged, in a stimulating give and take; an environment in which learning (whether from peers, faculty, administrators, or others in the Duke and broader communities) is accomplished with openness, honesty, and respect. The Honor Code is a driving influence in the community standard because it expresses our institution’s core values and a concomitant set of expectations for behavior.

Because behavior is derivative of fundamental values, the Community Standard applies off campus as well as on. The principles it articulates, while lofty in one sense, are firmly grounded in individual decisions made on the ground every day about every aspect of the Fuqua experience, in academic, recruiting, and cocurricular activities alike: in the classroom, hotels, regions of the world, and wherever else students may go. In addition, the standard asks that students not only reflect on their own behavior, as important as that is, but that they also act to encourage the integrity of their peers. By inspiring and supporting each other, students can shape their environment so that it reflects the ideals expressed in the Fuqua Community Standard.

The standard, therefore, expresses our goals for the Fuqua community in the broadest sense and is foundational to life as a Duke student. Duke University seeks to engage all students in its tradition of honor, a tradition that defines the institution and helps to guide students during their Fuqua experience and beyond. The students here today, who are the beneficiaries of the efforts of those who preceded them, have an extraordinarily important role to play in perpetuating and strengthening this tradition.

Student’s Obligation to Act

The Fuqua community stresses the commitment that students share with all members to enhance the climate for honesty, fairness, respect, and accountability at Duke University. Other than situations involving the Fuqua Honor Code, there are no disciplinary sanctions associated with the failure to act; however, students are nonetheless expected to take action—to do something—as a responsibility of membership in the Duke community.

The university recognizes that it is not always easy to act in these situations, but several alternatives are available to suit a student’s level of comfort and confidence. These alternatives are not mutually exclusive.

- Speaking directly with the individual exhibiting the behavior, both to gain clarity about the situation and to inform the individual about the concern.
- Publicly calling attention to the behavior as it is occurring.
- For incidents involving social behaviors, alerting The Fuqua School of Business staff or other university staff. The information provided will give staff an opportunity to address the matter informally or through appropriate formal channels.
- For cases involving academic integrity, refer to the Fuqua Honor Code.

Policies

Duke University has high expectations for students' scholarship and conduct. In accepting admission, students indicate their willingness to subscribe to and be governed by the rules and regulations of the university, which flow from the Fuqua Community Standard. These policies reflect Duke University’s fundamental values—honesty, fairness, respect, and accountability.

Students acknowledge the right of the university to take disciplinary action, including suspension or expulsion, for failure to abide by the regulations or for other conduct adjudged unsatisfactory or detrimental to the university community.

The Fuqua School of Business may conduct off-campus programs, events, and residencies during which students, faculty, and staff reside in off-campus facilities across or outside of the United States. Students of The Fuqua School of Business represent the school and Duke University at all times during these off-campus programs and residencies. As such, they are expected to conform to the university’s and school’s policies and standards regardless of whether or not they are participating in an official, program-related activity at the time.

When attending programs and residencies across or outside of the United States, students are expected to conform to local laws and those customs appropriate for foreign travelers. In these circumstances, students are often
being held to two different standards of behavior. One standard is reflected in the local law and custom. The other is the standard of behavior expected by The Fuqua School of Business and the student's program. Given circumstances where these two standards conflict, students are expected to conform to the more conservative or restrictive norms.

Students and groups may be held accountable for any violation of university policy that may or may not be included in this guide, whether on or off campus. In addition to local ordinances and state and federal laws, as well as laws of the country in which Fuqua students may be present under the auspices of The Fuqua School of Business, the following policies govern the Fuqua community.

**Alcohol**

As a community of scholars and learners, Duke University expects those within its community to be responsible with the use of alcohol. This policy shall guide the role of alcohol everywhere on the Duke campus and at all events sponsored by Duke organizations, schools, or administrative units. Students, staff, and faculty members are encouraged to learn about the social, physiological, and psychological consequences of drinking and alcohol abuse. Excessive and high-risk drinking can lead to negative consequences for the Duke community, including assault, illness, injury, litter, noise, property damage, and driving under the influence. All members of the Duke community share responsibility for creating an environment that limits dangerous drinking behaviors and, therefore, reduces the likelihood of these negative outcomes.

The following shall guide the role of alcohol in the Duke community:

- All possession, consumption, and distribution of alcohol at Duke University shall be in accordance with applicable North Carolina state laws.
- Members of the Duke community are responsible for behaving in a manner that is not disruptive or endangering to themselves or others. Being under the influence of alcohol shall not be a mitigating factor for an individual's behavior.
- When persons under twenty-one years of age can reasonably be expected to be present at an event, proper precautions must be taken to restrict distribution and consumption of alcohol to persons of legal drinking age.
- Advertising or other communication that references the availability of alcohol at a function may neither promote alcohol as the focus of the event nor promote excessive drinking.

**Unsafe/Irresponsible Behavior.** Unsafe or irresponsible behavior is defined as actions that are harmful or potentially harmful to one’s self or others involving the use of alcohol. Such behavior includes, but is not limited to

- consuming an excessive quantity in a short amount of time;
- participating in or facilitating drinking games or progressive parties;
- consuming through beer bongs;
- use or attempted use of fraudulent identification or another’s identification to obtain alcohol; and
- making alcohol available to underage drinkers.

**Community Expectations Violation.** It shall be a violation of the alcohol policy to engage in an action while under the influence of alcohol that is disruptive to the community. Such behavior includes, but is not limited to

- driving;
- exhibiting disorderly conduct, damaging property, and/or fighting;
- littering;
- running away or hiding from university or public officials, including law enforcement;
- vomiting and/or urinating in public; and
- cursing and/or shouting at others.

**General Provisions Violation.** Additionally, Duke University has established the following general provisions regarding alcohol:

- Only university-approved bartenders are permitted to distribute alcohol on campus, including alcohol from common-source containers.
- All students on university property consuming or possessing alcohol must carry a valid driver’s license, state identification card, military identification card, or passport.
- Alcohol may not be brought in glass containers to on-campus BYOB events.
- No alcoholic beverages are permitted within the confines of campus athletic facilities during sporting events.
- The use of alcoholic beverages as a prize is prohibited.

**Health and Safety Intervention.** Because health and safety of students are of primary importance, students are encouraged not only to look out for their own health and safety but also for that of their peers. When a person’s health and/or safety is threatened or appear(s) to be in jeopardy, immediate action should be taken to prevent
injury/illness/danger. The action may be a call to Duke Police (911; 684-2444 from noncampus phones) or Student Health (681-WELL (9355)) for assistance and guidance. Whatever the particular need/problem, it is important to respond in a responsible and timely manner.

Formal disciplinary action for a violation of the alcohol policy will not be taken against students for whom medical assistance is sought, or against those who seek medical assistance for themselves or for others, provided that the student/group has not violated other university policies that warrant formal disciplinary action.

A student who receives medical assistance may be required to meet with a substance abuse specialist for education, assessment, and possible referral for treatment. The student may also be required to complete an educational assignment. A group that facilitates the acquisition of alcohol may also be required to notify its advisor, provide an educational program for members, and/or change its processes for hosting events.

In the event that a student fails to meet with the specialist, chooses not to participate in the treatment program outlined, or exhibits a pattern of abusive behavior with alcohol, the student may be subject to formal disciplinary action and/or placed on a Leave of Absence or Involuntary Administrative Withdrawal until he/she produces documentation that appropriate treatment has been successfully sought.

Resources. The following resources are available to members of the Duke community:
• Duke Police and Emergency Medical Service: 911 or (919) 684-2444. Professionals will respond to assess the medical needs of an individual who is incapacitated or at-risk.
• Counseling and Psychological Services: (919) 660-1000. CAPS offers evaluation, consultation, counseling, and referrals for students concerned about alcohol use.
• Personal Assistance Service: (919) 416-1727. PAS offer assessment, short-term counseling, and referrals for employees and faculty members concerned about alcohol use.
• Duke Addictions Program: (919) 684-3850. DAP offers evaluation, consultation, and treatment for individuals with alcohol and other substance abuse issues, as well as support services for family members.
• Holly Hill Hospital: (800) 447-1800. Twenty-four-hour confidential advice on alcohol abuse.

Classroom Disruption
Students who behave in the classroom in such a way that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: nonapproved use of electronic devices (including cell phones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Disorderly Conduct
Disorderly conduct is contrary to the mission of the university and will be addressed through the disciplinary process. Disorderly conduct is defined as
• any unreasonable or reckless conduct by an individual or group that is inherently or potentially unsafe to other persons or their real or personal property; and/or
• any behavior by an individual or group that disrupts the peace or interferes with the normal operation of the university or university-sponsored activities.

Disorderly conduct includes, but is not limited to: interrupting or interfering with the carrying out of the duties of a university or public official, including law enforcement; vomiting and/or urinating in public; and, indecent exposure.

Drugs and Drug Paraphernalia
Though a portion of our programs may take place outside of North Carolina, as a policy The Fuqua School of Business applies North Carolina statues to all of its programs. Duke University prohibits members of its community, both individuals and groups, from manufacturing, selling, delivering, possessing, using, or being under the influence of a controlled substance without legal authorization as defined under North Carolina statutes. A controlled substance includes any drug, substance, or immediate precursor covered under the North Carolina Controlled Substances Act, including but not limited to opiates, barbiturates, amphetamines, marijuana, and hallucinogens.

The possession of drug paraphernalia is also prohibited under North Carolina state law and university policy. Drug paraphernalia includes all equipment, products, and material of any kind that are used to facilitate, or intended or designed to facilitate, violations of the North Carolina Controlled Substances Act.

1. Only applicable to daytime MBA and MMS students.
In addition to disciplinary action for a violation of this policy, The Fuqua School of Business may require a student to take a leave of absence, and return to campus may be conditional upon proof of completion of a substance abuse treatment program.

**DukeCard**

As stated on the back of the DukeCard, the card “should be carried at all times and presented upon request to any university official. [It] is not transferable. The transfer of an ID card to another person, or the possession of another person’s ID card, may result in confiscation of the card and [disciplinary] action.”

**Failure to Comply**

A student may be held accountable for failure to comply with:

- directions, requests, sanctions rendered as a result of a disciplinary process, or orders of any university representative or body acting in an official capacity, or impeding with the carrying out of such directives; and
- instructions of law enforcement officials acting in an official capacity; and/or sanctions rendered during the disciplinary process.

**Falsification/Fraud**

Honesty and integrity are critical components of the Fuqua Community Standard. A student or group may be subject to disciplinary action for any of the following actions:

- any intentional misrepresentation of fact (by action or concealment), including furnishing false information, to any university official
- any intentional misrepresentation of fact (by action or concealment) to obtain or attempt to induce another to surrender a right, benefit or property
- forgery, alteration, or misuse of any official document, record, key, access code or instrument of identification, or possession of such forgery

**Gambling**

It is against North Carolina state law and Duke University policy to gamble, with the exception of the state lottery. A person/organization is gambling if he/she/it operates, plays, or bets at any game of chance at which any money, property, or other thing of value is bet. Raffles of any kind, including those sponsored by student groups, are also prohibited. A “raffle” is defined as “a game in which the prize is won by random drawing of the name or number of one or more persons purchasing chances” (N.C.G.S.§14-309.15). Poker nights and casino games are permitted only if no admission is charged, no buy-in is required, and no real money is wagered.

**Hazing**

Hazing is a serious infraction of university regulations. The potential for hazing typically arises as part of a student’s introduction to or initiation in an organization (fraternity, sorority, athletic team, or other group) in which there is often a perceived or real power differential between members of the organization and those newly joining it.

**Hazing defined.** Hazing is defined as any action taken or situation created, whether on or off university premises, that is harmful or potentially harmful to an individual’s physical, emotional, or psychological well-being, regardless of an individual’s willingness to participate or its bearing on his/her membership status. Such activities and situations include, but are not limited to:

**Level I Violations**

- marching in line
- road trips
- wearing apparel which is conspicuous and not normally in good taste, and/or inappropriate for the time of year
- calisthenics
- line-ups
- pledge/signature books
- periods of silence
- standing for a length of time
- personal servitude
- activities that would not normally construe hazing but because of time, place, or manner make them inappropriate
Level II Violations
• sleep deprivation or interruption of consecutive sleep hours
• expected or forced consumption of food, drink (including alcohol), or other substance
• acts of humiliation or degradation (including streaking or wearing degrading or humiliating apparel)
• restrictions on eating or bathing
• acts that disrupt academic instruction or learning of others
• interruption or interference of academic commitments

Level III Violations
• branding
• paddling in any form
• compromising (sexual) situations

Both individuals and groups may be held accountable under this policy. The action of even one member of a group may result in both individual and group responsibility. The following questions can help individuals/groups assess the appropriateness of an activity:
• Does the activity promote and conform to the ideals, values, and mission of both the university and organization?
• Is it an activity that all members (current and initiates) engage in together?
• Would the group’s advisor, the national headquarters of a fraternity/sorority, and/or other university officials approve of the activity?
• Will this activity increase new members’ respect for the group and all members of the group?
• Is the activity free of mental anguish or physical discomfort?
• Does the activity have inherent value in and of itself?

— Adapted from the Fraternity Executive Association, the North American Interfraternity Conference, Inc., and Washington University

Diversity, Equity, and Inclusion University-Wide Policies and Procedures

Policies and Procedures
Duke University is an institution and community committed to the principles of excellence, fairness, and respect for all people. As part of this commitment, we actively value diversity in our workplace and seek to take advantage of the rich backgrounds and abilities of everyone. Our equal opportunity policies affirmatively protect all Duke staff and applicants, ensuring that employment decisions are based on individual merit, as opposed to stereotypes and biases. Duke’s equal opportunity policies apply to all employment actions.

Links to Policies and Procedures
Listed here are links to the major policies and procedures involving diversity, equity, and inclusion at Duke.
• Nondiscrimination Statement
• Equal Employment Opportunity Policy
• Discrimination Grievance Procedure
• Harassment Policy and Procedures
• Student Sexual Misconduct Policy
• Consensual Relationship Policy
• Disability Accommodations Procedure
• Human Resources Policies and Procedures

Property/Facilities/Services
Students and groups are expected to respect the property of others (including that of the university) and may be subject to disciplinary action for the following:
• theft of the property and/or services of another
• damage, destruction, or defacement of the property of another, including littering or chalking of university property
• wrongful appropriation of the property and/or services of another
• unauthorized possession and/or use of the property of another, including knowingly being in possession of stolen goods (this includes unauthorized use of vehicles, equipment, services, the Duke University name and logo)
• unauthorized access, entry, and/or use of university or nonuniversity facilities or property, including but not limited to buildings, classrooms, residential rooms, athletic areas, Central Campus pool, parking areas, roofs, ledges, and tunnels
• violation of any policy or guidelines pertaining to specific usage of a university facility

— Wording adopted from Eastern Michigan Student Conduct Code

Physical Abuse, Fighting, and Endangerment
Any physical abuse, fighting, and/or endangerment to an individual or group is specifically prohibited. This behavior includes, but is not limited to
• physical violence (initiating or responding to) or attempted physical violence against another person or group. This includes fighting;
• threat of physical violence against another person or group;
• any action that endangers the health, safety or welfare of a person or group; or
• attempting to, or actually harming oneself.

— Wording adopted from Eastern Michigan University Student Conduct Code

Recruiting
Students share the responsibility of building the Duke and Fuqua brands in a positive manner among employers around the world. Student behavior in the recruiting process, whether on- or off-campus, must uphold the fundamental principles of mutual respect, honesty, integrity, and professionalism at all times. These expectations are fully outlined in the Fuqua Code of Career Conduct.

Once a student accepts a job offer, either full-time or internship, s/he has made a commitment to that employer. A student who continues a job search after acceptance and/or reneges upon an accepted offer for another opportunity may be subject to disciplinary action.

Sexual Misconduct
Sexual misconduct, including acts of sexual violence, is a form of sexual harassment that is prohibited under federal law and the Duke University Harassment Policy and the Student Sexual Misconduct Policy. Complaints that a student (the respondent) has engaged in sexual misconduct towards another student, an employee, or a third party (e.g., a vendor, contractor, or visitor) may be filed with the Office of Student Conduct at (919) 684-6938; conduct@duke.edu; 200 Crowell Building; Box 90893, Durham, NC 27708. Complaints of sexual misconduct in which the respondent is not a student (i.e., in which the respondent is an employee or a third party) are addressed through the Harassment Policy.

The Office for Institutional Equity is responsible for implementing and monitoring Duke University’s compliance with federal regulations concerning harassment and discrimination. Concerns, complaints, or questions regarding discrimination and harassment generally may be directed to Dr. Benjamin Reese, Jr., vice-president for institutional equity, Office for Institutional Equity, 114 S. Buchanan Blvd. Bay 8, PO Box 90012, Durham, NC 27708; (919) 684-8222; ben.reese@duke.edu. Concerns, complaints, or questions regarding sex discrimination (including sexual harassment and related sexual misconduct), domestic violence, dating violence, and stalking may be directed to the director of Title IX compliance, Howard Kallem, Office for Institutional Equity, 114 S. Buchanan Blvd. Bay 8, PO Box 90012, Durham, NC 27708; (919) 684-1437; howard.kallem@duke.edu.

Retaliation prohibited
Federal regulations and university policy protect against retaliation directed at any individual who files a complaint under this policy, participates in a complaint investigation, or complains about discrimination or harassment in other ways. A complaint of retaliation may be initiated with the Office for Institutional Equity or the Office of Student Conduct.

Note: Any university employee—as well as any student who serves in an ongoing peer-advising role—informed of an allegation of sexual misconduct involving a student is expected to notify the Office of Student Conduct with the names of the parties involved and the details of the report shared with him/her. University employees who serve in a professional role in which communication is privileged under North Carolina law (e.g., medical providers, therapists, licensed rape crisis counselors, clergy) are not bound by this expectation, except as required by law.
Upon receipt of a report the Office of Student Conduct or the Office for Institutional Equity will take appropriate responsive action to ensure that the educational or work environment at Duke University is free of discrimination and a hostile environment. This may include commencement of the disciplinary process against an accused individual. Additionally, as appropriate, steps may be taken to provide interim supports and protective measures to the complainant and any other affected individuals and remedies to address the effects of the harassment should it be found to have occurred.

Solicitation

Recognized student organizations may use the West Campus Plaza for the purpose of sales, distribution, or promotion of events (also known as “tabling”). Tabling is administered by University Center Activities & Events. Contact UCAE at (919) 684-4741, 101 Bryan Center, or visit their website for more information and detailed guidelines. Solicitation is prohibited within a 200-foot radius of the West and East Campus bus stops. Commercial or outside solicitors (including student employees of outside vendors) are prohibited without permission of the appropriate space manager.

Stalking

Duke University prohibits stalking and cyberstalking. Stalking is a course of conduct (including cyberstalking) directed at a specific person that would cause a reasonable person to fear for their or others’ safety, or to suffer substantial emotional distress.

Unauthorized Surveillance/Photography

Capturing or recording audio, video, or photographic images of an individual in a location or under circumstances in which that person has a reasonable expectation of privacy, including, but not limited to, shower/locker rooms, residence hall rooms, and restrooms, without that individual’s express/explicit consent, is prohibited. Also prohibited is the storing, sharing, and/or other distribution of such unauthorized surveillance/photography (no matter whether directly or indirectly obtained) by any means, electronic, or nonelectronic.

— Wording adopted from Rice University

Weapons/Firearms/Explosives

Though a portion of our programs may take place outside of North Carolina, as a policy The Fuqua School of Business applies North Carolina statutes to all of its programs. It is against North Carolina state law and university policy to possess and/or use a gun, rifle, pistol, or other firearm of any kind, or any powerful explosive on university property. Additionally, other than when permitted by the vice president for student affairs (or his/her designee) for legitimate educational purposes, students are not permitted to possess and/or use on campus any weapon, including but not limited to mace, BB gun, stun gun, paintball gun, potato gun, realistic-looking toy gun, air rifle, air pistol, sword, bowie knife, dagger, slingshot, switchblade knife, blackjack, and metallic knuckles.

Other Violations

Other violations for which students or groups may be subject to disciplinary action include, but are not limited to

• violating any other published or posted university regulation not specifically mentioned in this document;
• acting as an accomplice through action or negligence to the commission of any prohibited act;
• attempting or intending to commit any violation of laws and/or university policies; or
• violating local ordinances or state or federal laws (as determined through the university’s disciplinary process), including those related to noise, housing occupancy, and/or the use or distribution of alcohol.

The Disciplinary Process

Bringing a Complaint against a Student or Group

Complaints regarding student or group behavior may be filed with The Fuqua School of Business, or in cases of harassment, with the Office of Student Conduct and/or the Office for Institutional Equity. In any situation where a party is unsure of whom to call, he/she may contact his/her academic program office.
Any alleged violation of university policy, including academic dishonesty, is within the scope of The Fuqua School of Business. If The Fuqua School of Business determines that another office is more appropriate to handle the situation, the case may be referred to that office.

**Interim Restrictions**

Prior to investigation and resolution, interim restrictions may be placed on a student to protect the health and safety of students or the community. These restrictions may include a “no contact order,” removal of campus privileges, suspension of activity, or suspension from the university.

An interim suspension from the university may be imposed by the dean of the school, or designee, and shall become effective immediately without prior notice whenever there is evidence that the continued presence of the student poses a substantial and immediate threat to him/herself, to others, or to the university community. Should an interim suspension be issued and resolution of the matter that prompted it not be resolved within two weeks, the interim suspension may convert to an administrative leave of absence.

**Participation**

The university invites students to participate fully in all aspects of the disciplinary process. If a student elects not to participate in any part of the process (e.g., submitting a written statement or participating in a hearing), The Fuqua School of Business may proceed without benefit of that student’s input. A student will be held accountable for any sanctions issued as a result of a hearing.

**Investigation**

The program designee will gather information regarding the alleged incident in order to determine the appropriate means of resolution. Investigations may include interviews, a review of related documents, requests for written statements from any person involved in the alleged incident, and review of material available electronically. Students are encouraged to be forthright and as specific as possible when offering information related to an investigation, but may choose the extent to which they share information.

Cases may be dropped for insufficient information, or informal resolution or disciplinary action. In order for a case to be referred for disciplinary action, there must be sufficient information to believe that a policy violation may have occurred and that the alleged individual may be responsible.

**Referral for Disciplinary Action**

If a case is referred for disciplinary action, the student will be notified of the incident in question and the policy violation(s) under consideration, and will be given an opportunity to respond. There are several means by which to resolve disciplinary situations.

Disciplinary hearings are not trials and are not constrained by rules of procedure and evidence typically used in a court of law. The university disciplinary system operates under a standard of fairness, which includes an opportunity for the student to be notified of the alleged incident and policy violations under consideration and an opportunity to be heard.

**Resolution through Agreement**

If a student accepts responsibility for (an) alleged violation(s), the academic program designee may propose an appropriate sanction(s) based on the specifics of the case, precedent, and university interests.

If the student accepts responsibility and agrees to the proposed sanction(s), the student waives his/her right to appeal, the resolution becomes final, and the outcome is recorded on the student’s disciplinary record. If the student accepts responsibility, but is unable to agree to the proposed sanction(s), the case will be forwarded to a hearing to determine (an) appropriate sanction(s).

If the student denies responsibility, the case will be forwarded to a hearing to determine responsibility and (a) sanction(s) as appropriate.

**Disciplinary Hearing Types**

There are two types of hearings. Most cases are decided upon through an administrative hearing, which is a discussion between the student/group and the associate dean or designee. Cases that are serious in nature, involve complicated facts, and/or involve students/groups with previous disciplinary violations may be forwarded to the
Fuqua Conduct Board (FCB) for resolution. Students who face a possible sanction of suspension or expulsion may request to have his/her case heard by a panel of the FCB. Groups who face possible dissolution may request a hearing by a panel of the FCB.

**Administrative Hearings**

An administrative hearing is a discussion between a student/group alleged to be in violation of university policy and an academic program designee. Students/groups will be notified (typically via e-mail) of the specific violations under consideration in advance of an administrative hearing. The associate dean, or designee, will review the complaint with the student or group and give the student/group an opportunity to respond. The associate dean or designee will determine whether the student/group is responsible for the alleged policy violation, and, if so, issue (an) appropriate sanction(s). Administrative hearings are conducted in private.

Upon proper notice, if a student/group fails to attend an administrative hearing, the associate dean, or designee, may proceed to resolve the case without benefit of that student’s/group’s input.

All decisions of responsibility issued by the FCB are based on clear and convincing information, except for allegations of discrimination and/or harassment-related behaviors (including sexual misconduct), which are handled under the procedures set out in the [Discrimination Grievance Procedure](#), [Harassment Policies and Procedures](#), or [Student Sexual Misconduct Policy](#) and decided based on the standard of preponderance of evidence). In determining sanctions, the associate dean, or designee, will take into account the interests of the student/group and the university, previous violations of the student/group, and prior university response to similar violations.

The associate dean, or designee, has the right to refer the case discussed in an administrative hearing to the Fuqua Conduct Board. Additionally, if a student/group does not accept the administrative hearing resolution, he/she/it may request by the stated deadline a hearing before the Fuqua Conduct Board.

**Fuqua Conduct Board Hearings**

The Fuqua Conduct Board (FCB) is a group of faculty and staff appointed to hear infractions of university and Fuqua policy. The board is charged with determining whether a student’s/group’s actions constitute a violation of Fuqua or university policy and, if so, an appropriate response. In determining an appropriate response, consideration is given to the student’s/group’s interests as well as the university’s interest in maintaining high standards.

The senior associate dean of programs, or designee, will appoint five panelists which will include a combination of faculty and staff. One panelist will be appointed to be the chair of the hearing panel. The chair is responsible for running the proceedings and moderating all discussions.

All FCB hearings are conducted in private. Any student whose presence is required by the conduct officer at a hearing will be excused from any other university responsibility.

**Accused Students**

Accused students are entitled to the following procedural rights when facing a hearing before the Fuqua Conduct Board:

- to be informed that he or she is under investigation
- the right to seek advice from other members of the Fuqua community
- to be given an opportunity to respond to allegations
- to choose the extent to which he or she shares information
- to be notified of a hearing at least 120 hours (five days) in advance (notification will include the time, date, and location of the hearing and witnesses); to know of and review written evidence and charges presented to the hearing panel at least 120 hours (five days) in advance
- The right to have an advisor from the university community present at the Conduct Board hearing, although it is not the responsibility of The Fuqua School of Business to provide such an advisor
- to have up to two character statements submitted on his/her behalf that may not specifically address the issue at hand
- to a fair and impartial hearing
- to rebut any witness testimony presented against him or her
- to present additional witnesses or information at the hearing (the relevancy of which may be determined by the board)
- to be found responsible only if the evidence meets a clear and convincing burden of proof
- to appeal based upon clearly stated grounds
Advisors

Accused students are encouraged to seek advice and support from whomever they choose throughout the FCB disciplinary process.

An advisor may accompany a complainant to any FCB. The advisor must be a current Duke student or a Duke-employed faculty or staff member. The advisor may not be a member of the FCB and may not serve as a material or expert witness. The role of the advisor is to assist and support the student through the disciplinary process. The advisor may not address the hearing panel or any witness during the hearing.

Notice

An accused student will be notified of a FCB hearing at least 120 hours (five days) in advance. The notice will include the date and time of the hearing, the specific charges at issue, and copies of all written information given to the hearing panel. The conduct officer also may include information clarifying or noting any additional information gathered through the investigation without expressing any personal opinion about the merits of the case. At times of the year when 120 hours of notice is not practical due to a student’s academic calendar, pending graduation, study abroad, GATE trip, program residency, or participation in a university-sponsored activity, a student must either waive this right or not participate in the pending activity until the matter is resolved.

The complainant will also be notified of the hearing if his/her presence is required. At his or her request, the complainant may also receive—within the parameters of FERPA—a copy of the written information given to the hearing panel.

Upon proper notice, if the student fails to attend the hearing, the hearing panel may proceed in his/her absence.

Witnesses

The conduct officer may request the presence of any witness with pertinent information about a case. If a witness is unidentified or unavailable to attend the hearing, his/her statement may not constitute a sole or substantial basis for determining responsibility. If he/she is necessary and unidentified or unavailable, the conduct officer or the chair of the hearing panel may suspend or dismiss the proceedings.

The accused student/group may bring relevant material witnesses to speak on his/her/its behalf. Absent exceptional circumstances, the accused student/group should inform the conduct officer in writing at least twenty-four hours in advance of the hearing the names of the witnesses and to what they will attest. The panel may determine the extent to which witnesses will be permitted in the hearing, including relevancy of questioning and information presented.

Two written character references may be submitted to a hearing panel before a hearing begins. Character references may only address the character of the accused and may not address the specific issue at hand. An accused student also may request the attendance of any person who has submitted a written statement against him/her.

Procedure

The general course of procedure for FCB hearing is as follows: introductions; confirmation that the accused understands his/her rights; reading of the chargers; plea(s) from the accused; opening comments from complainant(s) (if applicable); opening comments from accused; questions; testimony/questions of other material witnesses (if applicable); closing comments from complainant (if applicable); closing comments from accused.

The panel may impose time limits on any stage of the procedure. The panel may also determine the relevance of any witness or information to be presented and/or considered.

Information to Be Considered by the Panel

The panel may consider any information it deems relevant, including documentation and expressions of opinion. If the panel needs additional information during a hearing, such as verification of a fact at issue, an expert opinion, etc., the panel may request such information and may suspend its decision until such information is obtained. The accused student/group will have the right to respond to any additional information that is to be used in considering an outcome.

Outcome

Based on clear and convincing information considered during the hearing, the panel may find a student/group responsible for an alleged violation by majority vote. The panel, also by majority vote, may dismiss any charge.

Upon finding a student/group responsible for a violation of university policy, the panel may determine and impose an appropriate sanction(s). Consideration may be given to the nature of and circumstances surrounding the violation, the student’s/group’s acceptance of responsibility, prior disciplinary violations, the impact of a sanction on
the student/group, precedent cases, university interests and any other information deemed relevant by the hearing panel. All sanctions must be decided by majority vote with the exception of suspension or expulsion of an individual or dissolution of a group. These sanctions must be supported by at least four of the five members of a panel.

Notification and Record of the Hearing Outcome

The panel chair and/or academic program designee will notify the accused student/group of the outcome of the hearing. A written hearing report describing the outcome, with a brief explanation of the reasoning, will be given to the accused student/group. A copy of the written hearing report will be placed in the precedent files with any personally identifying information removed. (The precedent files are not updated immediately in order to help protect confidentiality.)

The complainant will be informed of the outcome of a hearing in accordance with federal guidelines.

An audio recording of each hearing (does not include deliberations) will be made by the Fuqua Conduct Board and kept on file for three years. Reasonable care will be taken to create a quality recording and minimize technical problems; however, technical problems that result in no recording or an inaudible one will not be a valid argument for appeal.

Sanctions

Any disciplinary action by The Fuqua School of Business may result in penalties (singly or in combination), including, but not limited to, those from the following list. In determining appropriate sanctions, consideration may be given to the nature of and circumstances surrounding the violation, the student’s acceptance of responsibility, prior disciplinary violations, the impact of a sanction on the student, precedent cases, university interests, and any other information deemed relevant.

Expulsion

Dismissal and permanent removal from the university without possibility of readmission or reinstatement. A permanent notation to that effect is made on the student’s permanent academic record.

Degree Revocation

A student’s degree may be revoked. In such a case, a permanent notation to that effect is made on the student’s permanent academic record.

Suspension

A suspension is an involuntary dismissal from the university for a specified period of time, which may include the current semester/term and such additional semesters/terms as deemed appropriate by the hearing panel. (Exclusion from campus will be considered in cases resulting in a suspension.)

Readmission as a student in good standing is coordinated through the academic dean of the program or designee and, in addition to guidelines set forth by the academic dean or designee, is contingent upon satisfaction of any requirements stated in the original sanction. Upon a student’s readmission to and matriculation in the university, the student is placed on disciplinary probation for the remainder of his/her graduate career.

As suspension constitutes an involuntary withdrawal from the university, a permanent notation to that effect is made on the student’s permanent academic record.

A student who is suspended after having satisfied all degree requirements must apply for readmission in accordance with normal procedures. If readmitted, the student’s degree will be awarded at the regular conferral date for the final semester of the suspension period. The student may not participate in commencement exercises until readmitted.

In the event that a disciplinary suspension and an academic withdrawal occur simultaneously, the two withdrawals are to be in effect consecutively.

Dissolution (Group)

The privilege of a group to be recognized at Duke University also may be suspended or revoked (dissolution).

Disciplinary Probation

A status imposed on a student for a specific period of time during which another violation of university policy or violation of any of the conditions of the probation shall result in an augmented disciplinary action, including the possibility of suspension. Disciplinary probation may include a restriction of the student’s privileges or eligibility for activities.
Formal Warning
A formal written reprimand for violation of the specified policy(ies).

Admonition
A written notice indicating violation of the specified policy(ies). The resolution of this case will not become part of the student’s disciplinary record (i.e., it will be treated as an informal resolution) unless there is a subsequent university policy violation.

Withdrawal of Privileges
This may include, but is not limited to, withdrawal of the privilege to have a car on campus, park on campus, attend or participate in university programs or activities (such as sporting events, intramurals, performances, graduation exercises, host/sponsor events, etc.), or to maintain computer account privileges or access to recruiting events or systems such as GTS.

Exclusion
A student or group may be excluded from access to or use of specified university-owned premises and/or facilities.

No Contact Order
A student may be prohibited from communicating with a named individual.

Restitution
Payment for all or a portion of injury or damages to person(s) or property caused by an individual.

Fine
Payment to Duke University of a reasonable sum of money by an individual or group.

Mental Health/Medical Assessment and/or Treatment
A student may be recommended or required to seek a mental health/medical assessment from CAPS, Student Health, or other appropriate professional. The Fuqua School of Business will not be privy to the contents of that assessment without the permission of the student but may require verification that the assessment was completed and that the student followed through with recommendations of the professional.

Appeals
A student/group found responsible through a hearing of the Fuqua Conduct Board or an administrative hearing may appeal the outcome of the hearing by the stated deadline. The appeal is not a rehearing of the case; it is a written statement to the dean of The Fuqua School of Business, or designee, specifically stating the grounds for the appeal and any supporting information. The exclusive grounds upon which an appeal may be made are:

- new information (available after the hearing) of a nature that the verdict or sanction may have been different
- procedural errors within the hearing process which may have substantially affected the fairness of the hearing
- the finding of responsibility was inconsistent with the weight of the information

The dean, or designee, will review the appeal, the hearing report and any evidence included in the hearing. (In cases of suspension or expulsion for individuals and dissolution for groups, the accused may make a written request in the appeal to meet with the dean or designee. When granted, the student or group president will meet alone with the dean or designee.) The dean, or designee, may consult in confidence with other members of the university community (or persons brought forth by the student/group as part of the appeal) in order to substantiate the grounds for appeal or to seek clarification of issues raised in the appeal.

If the grounds for appeal are substantiated, the dean, or designee, may determine a final resolution to the case or refer the case back to the conduct officer for further review and/or a new hearing. (If the case is referred for a new hearing, the dean, or designee, may recommend that alternate violations be considered.) A written decision will be delivered to the student/group and the conduct officer.

Disciplinary Records/Student Status
When students/groups are found responsible for a violation of university policy through an administrative, FCB, or accept responsibility through an agreement, the case will be recorded on a student’s/group’s disciplinary record. (See “Admonition” for recording of these resolutions.) The record will be maintained by The Fuqua School of
Business and kept in accordance with FERPA. Individual disciplinary records are kept on file for eight years from the date of a student’s matriculation, except in cases resulting in suspension or expulsion, in which disciplinary records are kept indefinitely.

**Status of a Student/Group Pending Final Resolution of a Disciplinary Case**

Until a final resolution is determined; the status of a student/group will not change unless interim restrictions have been imposed to protect the health and safety of the student/group or the university community. A student with disciplinary action pending, however, may not participate in commencement exercises until his/her case is resolved.

**Disciplinary Hold**

At any time after the filing of a complaint, the conduct officer or designee, after consulting with a student’s academic dean, may place a “disciplinary hold” on the academic and/or financial records of any student pending the outcome of proceedings or to enforce a disciplinary sanction. A “disciplinary hold” may prevent, among other things, registration, enrollment, matriculation, the release of transcripts, and the awarding of a degree.

**Disciplinary Action While Civil/Criminal Charges Pending**

Students may be accountable to both civil authorities and to the university for acts that violate local, state, or federal laws. (Students are encouraged to seek advice of legal counsel when they face criminal charges.) Disciplinary action through university processes concurrent with criminal action does not subject a student to “double jeopardy.”

The university operates under different policies, procedures, and standards and thus, will not be bound by the findings of a court of law. If the court’s outcome satisfies the university’s interests, such outcome may be recorded on the student’s disciplinary record without invoking the university disciplinary process. Should any criminal proceeding result in a felony conviction, as a result of an incident on or off campus, the vice president for student affairs reserves the right to summarily dismiss a student.

University disciplinary action will normally proceed during the pendency of a criminal or civil action. A student may request, however, that the university disciplinary process be placed on hold until criminal actions are resolved. The conduct officer or designee will decide whether this request will be granted. In such a case, interim restrictions may be imposed. The university reserves the right to proceed with the disciplinary process at any point.

**Appendix (to Community Standard)**

**Appendix A—Involuntary Administrative Withdrawal**

Students who exhibit harmful, potentially harmful, or disruptive behavior toward themselves or others may be subject to involuntary administrative withdrawal from the university if their behavior renders them unable to effectively function in the university community. Such behavior includes, but is not limited to, that which

- poses a significant threat of danger and/or harm to self and/or other members of the university community;
- and/or
- interferes with the lawful activities or basic rights of other students, university employees, or visitors.

Any member of the university community who has reason to believe that a student may meet the standard for an involuntary administrative withdrawal may contact the vice president for student affairs or his/her designee. The vice president or designee will conduct a preliminary review in consultation with professionals from Student Health and/or Counseling and Psychological Services, the student’s academic dean, and/or other relevant individuals. The vice president or designee will meet, when possible, with the student in question to discuss the information that has been presented and give the student an opportunity to respond. The vice president or designee may mandate that the student be evaluated by a specified health professional within a given time frame if an evaluation has not already been conducted.

In the instances described above the vice president for student affairs or designee may confer with the Fuqua dean who has final authority over implementation of an involuntary administrative withdrawal. A written statement citing the reasons for an involuntary administrative withdrawal will be forwarded to the student’s academic dean, who will withdraw the student from the university.

At any point in the process the student may request a voluntary withdrawal.

**University-Wide Policies**

In addition to the Honor Code, Fuqua Community Standard, and Career Code of Conduct, all students must abide by the [university-wide policies](#) established by Duke University for the entire student population.
Nondiscrimination Statement

Duke University is committed to encouraging and sustaining a learning and work community that is free from prohibited discrimination and harassment. The university prohibits discrimination on the basis of race, color, religion, national origin, disability, veteran status, sexual orientation, gender identity, sex, genetic information, or age in the administration of its educational policies, admission policies, financial aid, employment, or any other university program or activity. The university also makes good faith efforts to recruit, employ, and promote qualified minorities, women, individuals with disabilities, and veterans. It admits qualified students to all the rights, privileges, programs, and activities generally accorded or made available to students. Duke University has designated Dr. Benjamin D. Reese, vice-president for institutional equity, as the individual responsible for the coordination and administration of its nondiscrimination and harassment policies. The Office for Institutional Equity is located in Smith Warehouse, 114 S. Buchanan Blvd., Bay 8, Durham, NC 27708; (919) 684-8222; ben.reese@duke.edu.

The university also does not tolerate harassment of any kind. Sexual harassment and sexual misconduct are forms of sex discrimination and prohibited by the university. Duke University has designated Howard Kallem as its Director of Title IX Compliance and its Age Discrimination Act coordinator. He is also with the Office for Institutional Equity and can be contacted at (919) 681-6938 or howard.kallem@duke.edu.

Questions or comments about discrimination, harassment, domestic violence, dating violence, and stalking can be directed to the Office for Institutional Equity, (919) 684-8222. Questions or comments about sex-based and sexual harassment, domestic violence, dating violence, and stalking committed by a student can be directed to the Office of Student Conduct at (919) 681-6938. Additional information, including the complete text of the university’s harassment policies and appropriate complaint procedures, may be found by contacting the Office for Institutional Equity or the Office of Student Conduct.

Retaliation prohibited. Federal regulations and university policy protect against retaliation directed at any individual who files a complaint under the University’s policies and procedures prohibiting discrimination or harassment, participates in a complaint investigation, or complains about discrimination or harassment in other ways. A complaint of retaliation may be initiated with the Office for Institutional Equity or the Office of Student Conduct.

For further information on notice of nondiscrimination, you can contact the Office for Civil Rights of the US Department of Education at 400 Maryland Ave., SW, Washington, DC 20202-1475 or call 1 (202) 453-6020.

Any member of the Fuqua community who believes that he or she has been harassed, or needs administrative support for any other reason, is encouraged to discuss their situation with the designated program leads noted below, who are available to assist:

Daytime MBA Program:
Ruth Tolman, Director: (919) 660-2890; ruth.tolman@duke.edu
Laura Andrews, Assistant Director: (919) 660-1932; laura.andrews@duke.edu

Executive MBA Programs:
Ellen Wilbur, Director: (919) 660-7938; emw@duke.edu

MMS Program:
Steve Misuraca, Director: (919) 660-7705; steve.misuraca@duke.edu

Accommodations

The Duke Student Disability Access Office has been charged with the responsibility of exploring possible coverage and reasonable accommodations for qualified undergraduate, graduate, and professional students who are disabled in compliance with Section 504 of the Federal Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990 and the ADA Amendments Act of 2008.

In order to receive consideration for reasonable accommodations under Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 (ADA), and the ADA Amendments Act of 2008, a student must have a physical or mental impairment that substantially limits one or more major life activities in comparison to the average person in the general population.

Students who wish to be considered for reasonable accommodations at The Fuqua School of Business must identify themselves to the Duke University Student Disability Access Office. Their comprehensive website found here provides complete policy and procedural information for students requesting to be considered for reasonable accommodations.
Student Activities

MBA Student Association

The MBAA serves as a liaison between the daytime students and faculty and administration in both academic and nonacademic matters. The structure of the association includes many standing and ad hoc committees dealing with concerns such as admissions and career placement, technology and facilities, intramural sports participation, alumni, sustainability, and social events.

Clubs, Organizations, and Events

Each year, Fuqua daytime students organize a multitude of activities related to their professional and personal interests. Student organizations serve as outlets for creativity and leadership and also encourage camaraderie and social interaction with classmates and between classes. In keeping with the Team Fuqua culture, our first- and second-year MBA students work closely together, with the second-years often taking on a mentoring role.

Many of the student clubs serve as hosts to guest speakers from the business community and jointly organize programs, conferences, and symposia. This creates valuable opportunities for students to broaden their understanding of fields of professional interest.

MMS Student Association

The MMS student association serves as a liaison between MMS students and faculty and administration in both academic and nonacademic matters. The structure of the association includes many standing and ad hoc committees dealing with concerns such as career placement, discipline and industry-specific clubs, admissions, technology, facilities, intramural sports participation, alumni, and social events.

Cocurricular Activities

Graduate students at Duke University are welcome to use university recreational facilities such as swimming pools, tennis courts, and a golf course, and to affiliate with the choral, dance, drama, music, and religious groups. Doctoral students may become junior members of the American Association of University Professors and may affiliate with Phi Beta Kappa and social fraternities.

A full program of cultural, recreational, and religious activities is presented by the Center for Multicultural Affairs, the Duke University Union, as well as recreational clubs. The Duke University Union sponsors a wide range of programs through its committees which are open to all segments of the campus community. Included are touring Broadway shows; rock, jazz, and pop concerts; speakers; films; a filmmaking program; a student-run television station; and art exhibits in two galleries.

The university center complex includes the Bryan Center, which houses the Information Center, Page Auditorium, the University Box Office, two drama theaters, a film theater, lounges, stores, meeting rooms, game room, art gallery, and other facilities.

The Duke Events Calendar is a great resource for information on a majority of the cocurricular activities across Duke's campus. The calendar can be found here.

Intramural and Recreational Sports

The Duke recreational and intramural programs provide all students with opportunities to participate in some form of healthful, informal, and competitive physical activity. In a typical year, more than 3,000 students compete for many intramural titles and trophies.

The men's and women's intramural programs include many different activities (e.g., bowling, cross-country, golf, handball, horseshoes, table tennis, volleyball, soccer, softball, and track). In addition, special events in other areas of interest are held. Through coeducational intramurals, the student is encouraged to participate on a less competitive level, promoting relaxed social and physical activity. Opportunities for competition between men and women are provided in areas that include archery, badminton, basketball, softball, racquetball, squash, table tennis, tennis, volleyball, and water polo.

The university's varied athletic and recreational facilities and equipment are available for use by students. The facilities for recreation include a golf course, lighted tennis courts, three swimming pools, squash and racquetball courts, three gymnasia, a weight training room, outdoor handball and basketball courts, an archery range, horseshoe pits, an all-weather track, numerous playing fields, jogging and exercise tracks, and informal recreational areas. More
than thirty sports clubs dealing with gymnastics, scuba diving, sailing, cycling, crew, riding, fencing, football, frisbee, ice hockey, kayaking, lacrosse, badminton, karate, rugby, soccer, and other activities are available to interested students.

**Graduate and Professional Student Council (GPSC)**

The Graduate and Professional Student Council is the representative body for the students of graduate departments and professional schools. The council provides a means of communication between schools and between graduate students and the administration. The council selects graduate students for membership on university committees. Representatives of each department and officers of the council are selected annually.

**Living Accommodations**

Most Daytime MBA students live off campus in housing or apartments not owned by the university. However, Duke University has residential facilities in which some graduate and professional students may live.

**Graduate and Professional Student Apartments**

Limited on-campus housing is available to full-time graduate students. Priority for housing assignment will be awarded to graduate students who arrive from abroad on student visa status and it is their first time attending school outside of their home country. Students applying for the full academic year will be given priority in assignment. All students applying for less than the full academic year will be assigned on a space available basis after all students applying for the full academic year have been accommodated. International students do not receive priority when applying for less than the full academic year. For more information on graduate student housing application timeline and facility amenities, visit [this website](#).

Assignments are made in the order of receipt of completed applications.

**Off-Campus Housing**

The Duke Community Housing Office maintains a listing of rental apartments, rooms, and houses provided by property owners or real estate agencies in Durham. These listings are available [here](#).

Staff is available to answer off-campus housing questions, provide a general orientation to the Durham area, and help you through your search process. Information on commercial complexes in the Durham area is provided to accepted applicants. Except for assuring that owners sign a statement of nondiscrimination, off-campus property is in no way verified and neither the university nor its agents negotiate between owners and interested parties. The phone number for the Duke Community Housing office is (919) 684-4304. The search for accommodations should begin as soon as possible after acceptance to the business school. A visit of two or three days will allow the opportunity to make use of the community housing office and to inspect the availabilities personally.

**Food Services**

Duke Dining operates a variety of dining facilities including cafeterias, a la carte restaurants, fast food facilities, salad bars, and seated dining restaurants.

Graduate and professional students may choose to pay for food purchases in cash, or they may opt to add funds to a [DukeCard FLEX account](#). The FLEX account may be used to purchase any food items sold by DUFS, any items sold in the university stores, and to purchase beer and wine, where available. The FLEX account may be used at Fuqua.

For more information about adding funds to a FLEX account, contact the [DukeCard Office](#).

In addition to the above university food services, The Fuqua School of Business has its own food court located in the Fox Student Center, which serves a diverse menu of food options during normal business hours.

**Other Services**

**Bus Service**

Free on-campus bus service is provided by the university connecting East, West, North, and Central campuses, Science Drive, and intermediate on-campus locations. Campus route information can be found [here](#). You can also track the buses in real time using this website.
University Stores

University Store operations on campus sell textbooks, school supplies, health and beauty items, room accessories, gifts, clothes, and food items. Items may be purchased with cash, check, Visa, or MasterCard, or on the DukeCard flexible spending account (see "Food Services" above).

The Bryan Center is the location of four of the stores’ operations: the University Store sells school, office, and computer supplies, and gift items with Duke University's official logos; the Duke University Bookstore sells textbooks, technical reference books, study aids, and computer software; the Gothic Bookshop stocks new fiction and nonfiction titles; and the Lobby Shop sells magazines, newspapers, health and beauty aids, and snack foods.

Health Care

Medical Care

The Duke Student Health Center is the primary care clinic for Daytime MBA and MMS students. The health center is located within the Duke Clinic in the Sub-Basement Orange Zone, and is accessible from a special entrance on Flowers Drive, across from Duke Gardens. A wide range of services are offered, including general medical care, women's health care including gynecological exams, men’s health care, nutrition counseling, sports medicine consults, nurse consults, allergy clinic, and travel clinic. There is a laboratory and pharmacy on site. Radiology services are provided by the Department of Radiology at the Duke Clinic. Dermatology and Endocrinology appointments are available on a fee for service basis (i.e., not covered by the health fee). Dental services are not available through Student Health.

Students are encouraged to use the Duke Student Health Center as their portal of entry to other health resources as needed, including the specialty clinics at Duke University Medical Center. This will help with coordinating and providing cost-effective care. During the regular academic year, students are seen by appointment (681-WELL) or can schedule the appointment online; students who walk-in may be worked into the clinic schedule, but this may involve a long wait so appointments are strongly encouraged. For problems arising after hours and on weekends, students should call the Nurse Advice Line at (919) 966-3820 for treatment options. In the event of a life-threatening emergency, students should call 911 or go directly to the nearest Emergency Department. If necessary, Duke Police (911 or (919) 684-2444) will provide on-campus transportation to the Duke University Hospital Emergency Department.

Additional information can be found on the Duke Student Health website.

Counseling and Psychological Services

Counseling and Psychological Services (CAPS) provides a comprehensive range of counseling and psychological services to assist and promote the personal growth and development of Duke students. The professional staff is composed of clinical social workers, psychologists, and psychiatrists experienced in working with young adults. Among services provided are personal, social, academic, and career counseling. CAPS also offers short-term seminars and groups focusing on a variety of topics throughout the year. Check their website for offerings and registration information. A policy of strict confidentiality is maintained concerning information about each student's contact with the CAPS staff. Individual evaluations and brief counseling/therapy as well as career and skills development seminars are covered by student health fees. There are no additional charges to the students for these services. Appointments may be made by calling (919) 660-1000 or visiting CAPS, 214 Page, West Campus.

Health and Wellness Resources

The following information includes Duke-wide and Fuqua specific resources that are available to students to help with personal health, wellness, and safety.

Duke Health and Safety Resources

- Duke Emergency
- Duke Police
- Duke Safety Office
- Durham Police
Fuqua-Specific Health and Wellness Resources

- **MBAA Health and Wellness Committee**: Provide a myriad of health and wellness program initiatives including Health Clinics, De Stress Workshops, workout programs, and others.
- **COLE Fellows**: These second-year students provide valuable insight and perspective to current first-year students.
- **CMC Counselors**: These staff members are here to help and support students through the overall career process.
- **Student Life Staff**, specifically, Laura Andrews (laura.andrews@duke.edu). Fuqua can be a stressful place and the Office of Student Life is committed to supporting students to help them manage what can be a challenging time.
- Additional Duke and Fuqua Health and Wellness Resources can be found here.
Academic Regulations

Registration

Students enrolled in The Fuqua School of Business will receive registration instructions from the Fuqua registrars prior to the beginning of each term as appropriate. In the case of independent studies, courses outside the school, audits, and overloads, it is necessary to obtain the permission of the instructor and the associate dean, the program director, or one of the Fuqua registrars.

Late Registration

All students are expected to register at the times specified by the university.

Change of Registration

Registration may be changed during the Drop/Add period only. For information about a specific program, visit the program handbook or website.

Leaves of Absence

If a student is in good standing (both academically and financially), he or she may be granted a leave of up to one academic year. Students must petition for the leave and, to the extent possible, describe their plans for the period of the leave. The associate dean in charge of the student’s program must approve the request for the leave. Such leaves may be extended for up to one additional year by a second petition to the appropriate associate dean. Fuqua does not allow leaves of absence longer than two academic years. If a leave expires without the student re-entering the program, the student will be withdrawn from the program. Multiple leaves may be granted, but the total period of the leave cannot total more than two years.

Military Leaves of Absence

Any student called up for military service will be placed on an immediate military leave of absence. See procedure below.

1. A student receiving notice of a military call-up will take the original notification to his or her academic dean.
2. The dean will discuss options and procedures regarding academic coursework and will give to the student a copy of the refund policies with instructions for further actions on the part of the student should such be necessary to obtain these refunds. (This information sheet will be drawn up in advance and will be available in all dean’s offices.)
3. After a determination has been made by the student, in concert with the dean, about academic options, the dean will place the student on leave of absence and will notify the bursar, registrar, vice president for student affairs, appropriate financial aid officer, and university bookstore directors of this action, using a memorandum template provided by the Office of the Provost for such cases of military call-up. The dean will attach to this memo a copy of the call-up letter as well as any additional pertinent documents regarding leave of absence and course withdrawals or grades of Incomplete.
Transfer Credit

No coursework done before matriculation at Fuqua is transferable in any of the degree programs.

Daytime MBA Concurrent Degree Programs

Students who are in any of the joint degree programs offered by The Fuqua School of Business must complete a minimum of 65 graduate course credits at Fuqua, exclusive of what requirements exist for the other degree. Because the two degrees are interconnected, students must complete all requirements for both degrees in order to receive either degree. Because joint degree students already take a substantial number of nonbusiness courses, they may not count additional non-Fuqua courses toward their degree. They may participate in Fuqua’s international exchange program which allows students to study for a term or semester at an overseas business school.

Daytime MBA Experiential Course Credit Limit

Students can take up to 15 course credits across all experiential courses (i.e., GATE, mentored study, Fuqua client consulting practicums, programs for entrepreneurs, invention to application, and independent studies).

Academic Requirements

Grading—All Programs

Fuqua uses the following grading scale: Superior Pass (SP)-4.0; High Pass (HP)-3.5; Pass (P)-3.0; Low Pass (LP)-2.5; and Fail (F)-0. The grade review procedure is available upon request.

Graduation and Continuation Requirements for The Duke MBA—Daytime students

To graduate, students must complete at least 79 course credits (or 65 course credits if in concurrent degree program) and have a GPA of at least 3.0. Students may be dismissed from the program if they fail to make satisfactory progress to this goal. Satisfactory progress is defined by the following two criteria:

1. Students must complete a minimum of 45 course credits in the first academic year of the program and 79 course credits by the end of the second academic year. Courses designated as required must be taken at the designated times unless the student has earned an exemption from the course, either by receiving an administrative exemption based on prior coursework or by passing an exemption exam.

2. Students’ grades must exceed a minimum threshold defined by the following “strike system.” Students receive one strike for each F they earn and 0.5 strikes for each LP; these strikes accumulate through the program. If the total number of strikes received meets or exceeds the thresholds specified below, the student will be immediately dismissed from the program. The thresholds for dismissal vary by term as follows:

<table>
<thead>
<tr>
<th>Threshold for Dismissal</th>
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</thead>
<tbody>
<tr>
<td>First Year - Summer 1 and Fall 1</td>
</tr>
<tr>
<td>First Year - Fall 2, Spring 1, and Spring 2</td>
</tr>
<tr>
<td>Second Year</td>
</tr>
</tbody>
</table>

Thus, for example, a student who earns one F and one LP in Summer 1 and Fall 1 of the first year of the program will be dismissed. A student who earns one F in Summer 1 or Fall 1 and one LP later in the first year would not.

Students who are dismissed from the program may appeal their dismissal to the Curriculum Committee. The Curriculum Committee will review the appeal and consider extenuating circumstances, if any. Appeals must be submitted in writing within two weeks of notification of dismissal.

Students who earn an F in a required course must retake and pass that course at Fuqua. Per university policy, Fs remain on the student’s transcript and figure into the GPA even after retaking the course. They also continue to count in the strike total.
Graduation and Continuation Requirements for Weekend, Cross Continent, and Global MBA students

To graduate, students must earn a GPA of at least 3.0, complete all required courses and a total of at least 51 course credits in the Weekend Executive MBA, 48 course credits in the Cross Continent MBA, and 45 course credits in the Global Executive MBA. There are no exemptions from required courses.

Students who earn an F in a required course (and who are allowed to continue in the program) will be placed on a mandatory one-year academic suspension. The student will retake and pass that course the next time the course is offered in the student’s program. At that point, he or she will be allowed to join the subsequent cohort of students, picking up where he or she left off. If the student does not meet the requirements within the allotted time period, the student will be dismissed from the program.

Per university policy, a grade of F remains on the student’s transcript and figures into the GPA even after retaking the course. Grades of F also continue to count in the strike total.

To ensure satisfactory progress toward completion of graduation requirements, students’ grades must exceed a minimum threshold defined by the following “strike system.” Students receive one strike for each F they earn and 0.5 strikes for each LP; these strikes accumulate throughout the program. If the total number of strikes received meets or exceeds the thresholds specified below, the student will be immediately dismissed from the program. The thresholds for dismissal vary by term as follows:

<table>
<thead>
<tr>
<th>Weekend Executive and Global Executive</th>
<th>Threshold for Dismissal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term 1 or 2</td>
<td>1.5 strikes</td>
</tr>
<tr>
<td>Term 3 or 4</td>
<td>2 strikes</td>
</tr>
<tr>
<td>After Term 4</td>
<td>2.5 strikes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross Continent</th>
<th>Threshold for Dismissal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terms 1, 2, or 3</td>
<td>1.5 strikes</td>
</tr>
<tr>
<td>Terms 4 or 5</td>
<td>2 strikes</td>
</tr>
<tr>
<td>After Term 5</td>
<td>2.5 strikes</td>
</tr>
</tbody>
</table>

Thus, for example, a student who earns one F and one LP in Term 1 of these programs will be dismissed. A student who earns one F in Term 1 and one LP in Term 4 would not. Students who are dismissed from the program under this system may appeal their dismissal to the Curriculum Committee. The Curriculum Committee will review the appeal and consider extenuating circumstances, if any. Appeals must be submitted in writing within two weeks of notification of dismissal.

Graduation and Continuation Requirements for Master of Management Studies: Foundations of Business Students and Duke Kunshan University

To graduate, students must complete at least 43 course credits in the Master of Management Studies program, complete all required courses, and have a GPA of at least 3.0. Students may be dismissed from the program if they fail to make satisfactory progress to this goal. Satisfactory progress is defined by the following two criteria:

- Students must complete all required courses by the end of the academic year. Courses designated as required must be taken at the designated times.
- Students’ grades must exceed a minimum threshold defined by the following “strike system.” Students receive one strike for each F they earn and 0.5 strikes for each LP; these strikes accumulate throughout the program. If the total number of strikes received meets or exceeds the thresholds specified below, the student will be immediately dismissed from the program. The threshold for dismissal follows:

<table>
<thead>
<tr>
<th>Threshold for Dismissal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer, Fall 1, Fall 2, Spring 1 and Spring 2</td>
</tr>
</tbody>
</table>

Students who are dismissed from the program may appeal their dismissal to the Curriculum Committee. The Curriculum Committee will review the appeal and consider extenuating circumstances, if any. Appeals must be submitted in writing within two weeks of notification of dismissal.

Students who earn an F in a required course must retake and pass that course or its equivalent. Per university policy, Fs remain on the student’s transcript and figure into the GPA even after retaking the course. They also continue to count in the strike total.
Conferring of Degrees

Degrees will be conferred three times each year: May, September 1, and December 30. All are invited to attend the university commencement exercises in May. Fuqua Scholars, the top 10 percent of the graduating class based on GPA, are formally recognized at this time.

Other Information

Student Records

Duke University adheres to a policy of compliance with the Family Education Rights and Privacy Act. The policy 1) permits students to inspect their education records, 2) limits disclosure to others of personally identifiable information from education records without students’ prior written consent, and 3) provides students the opportunity to seek correction of their education records where appropriate.

An explanation of the complete policy on student records may be obtained from the associate registrar of the university. Students are assessed a one-time transcript fee of $40. Official transcripts may be sent by the university registrar at the signed request of the student.

There are two ways to get a transcript. Current students or alumni who graduated within the past year may request a transcript online via ACES. All others should use the transcript request form: http://registrar.duke.edu/student-records/transcripts-verifications. Print, complete, sign the form, and submit it to the Office of the University Registrar by fax, e-mail, mail, or in person. Transcript request forms are available at the Office of the University Registrar office or from the website listed above.

No information contained in student records (academic or otherwise) is released to persons outside the university or to unauthorized persons on the campus without the consent of the student. A student grants consent by signing a form authorizing the release of data. Specific consent is required for the release of information to any person or organization outside the university, and it is the responsibility of the student to provide the necessary authorization and consent.

Reciprocal Agreements with Other Graduate and Professional Schools at Duke

Anyone who is a full-time graduate student in a full-time degree-granting program at Duke is eligible to take daytime elective courses at Fuqua with approval of the instructor, Fuqua registrars, and appropriate administrator at the students’ home program.

Reciprocal Agreements with Neighboring Universities

Under a plan of cooperation between Duke University and The University of North Carolina at Chapel Hill, The University of North Carolina at Greensboro, North Carolina Central University and North Carolina State University, students properly enrolled in The Fuqua School of Business during the regular academic year, and paying full fees to this institution, may be admitted to a maximum of two courses per semester and four courses total at one of the other institutions in the cooperative plan. Under the same arrangements, students in the graduate schools in the neighboring institutions may be admitted to coursework at Duke University. All interinstitutional registrations involving extra-fee courses or special fees required of all students will be made at the expense of the student and will not be considered a part of the Duke University tuition coverage. This option is not available for joint degree students or Foundations of Business students.

DukeCards

Graduate students are issued Duke University identification cards which they should carry at all times. The DukeCards are the means of identification for library privileges, athletic events, and other university functions or services open to them as university students. Students will be expected to present their cards on request to any university official or employee. DukeCards are not transferable and fraudulent use may result in loss of student privileges or suspension. A student should report the loss of a DukeCard immediately to the DukeCard office.
Courses of Instruction

The Duke MBA—Daytime

Accounting (ACCOUNTG)


590. Financial Accounting. Introduces the student to the types of information requirements imposed on the firm by agencies in its environment and develops an understanding of the activities of the firm within the framework of a financial accounting system designed to satisfy these information requirements. Emphasis is given to the study of financial accounting, reporting, and measurement problems from a theoretical and an applied basis, using cases and topical problems in financial accounting as a foundation for the learning experience. Instructor: Staff. 3 units.

591. Managerial Accounting. Emphasizes the use of accounting information for internal purposes as opposed to the external disclosure focus of the financial accounting course. The design of management accounting systems for planning and controlling operations, and for motivating personnel is covered. The course integrates accounting with ideas from microeconomics, data analysis, decision analysis, finance, and operations management. Instructor: Staff. 3 units.

592. Detecting Earnings Management. Provides an in-depth examination of periodic reported performance of public corporations. Helps students appreciate the factors influencing reported performance, with a focus on evaluating earnings quality by considering incentives to manage earnings, and places in the financial reporting system requiring managerial discretion. Prerequisite: Accounting 590. Instructor: Staff. 3 units.

593. Measurement and Control of Product Costs. Study of the relationship between product costing systems and strategic analysis. Strategic planning depends heavily on the output of cost accounting systems since decisions based on incorrect product costs are likely to be wrong. Furthermore, productivity improvements cannot usually be made unless reliable cost data are available. Recently many firms have discovered that their cost systems do not supply reasonable information. Apparently profitable products actually lose money because relevant data for decisions are not obtainable. Use of case studies and articles examines why many cost systems are unsatisfactory, what the symptoms of cost system failure are, and how to appropriately structure an improved system. Instructor: Staff. 3 units.

595. Business Planning. Presents corporate, security, and tax issues for analysis and resolution through examining a series of problems involving common business transactions. The problems will include such topics as the formation of closely held and public corporations, stock redemption, the sale of a business, merger and other types of combination transactions, and recapitalization, division, and dissolution of corporations. Instructor: Staff. 3 units.

596. Accounting for Mergers and Acquisitions. Examines advanced topics in financial accounting from the perspective of the professional accountant. Specific attention is devoted to the accounting and reporting problems of complex corporate enterprises. Topics include consolidated financial statements, foreign currency transactions, and international reporting issues. Prerequisite: Accounting 590. Instructor: Staff. 3 units.

597. Financial Statement Analysis. Provides a broad framework for using financial statement information in a variety of business analysis contexts. Students first develop an understanding of a firm’s competitive strategy through the use of techniques such as ratio analysis and prospective analysis. Topics in the second portion of the course include intangible assets, international accounting, earnings quality, and earnings management. Instructor: Staff. 3 units.
598. Valuation and Fundamental Analysis. Emphasizes the role of financial statement information in equity valuation, using cases developed from (real) financial statements. The course is intended to provide students with a strong theoretical and applied understanding of the equity valuation and stock selection approaches used by financial managers, investment professionals, securities analysts, and portfolio managers. The approaches covered include relative valuation (price-multiples) and discounted payment models (such as free cash flows and residual income). The course focuses on the implementation of these models using information reported in the financial statements and notes thereto. Prerequisite: Accounting 590. Instructor: Staff. 3 units.

599. Management Planning and Control. The aim in this course is more effective use of information in management, through, for example, statistical models for forecasting, probability models for control, and management science models for planning. The course also explores, from a more qualitative perspective, broad issues of control and performance evaluation in service industries, not-for-profit organizations, and multinational operations. Instructor: Staff. 3 units.

600. Financial and Managerial Control in Service Organizations. Concepts from both financial accounting and managerial accounting are extended and applied to for-profit and nonprofit service organizations. The financial accounting portion examines how accounting systems in such organizations differ from manufacturing firms and how these differences affect financial analysis and valuation of service organizations. The managerial portion focuses on the use of accounting information in internal decision making. Issues include costing of activities in service organizations, activity-based management, control of operations, and performance evaluation. Intended for individuals who are seeking positions in service fields, such as health care, consulting, banking, and transportation. Instructor: Staff. 3 units.

601. Taxation and Global Management Decisions. Offers a general framework for thinking about how tax rules affect business decisions. The framework aids in understanding the effects of taxes on business decisions, and devising effective tax planning strategies. Specific applications of the framework covered in the course include: tax aspects of mergers, acquisitions, and LBOs; tax arbitrage; compensation policy (for example, stock options, stock appreciation rights, deferred compensation, fringe benefits); taxation of competing organizational forms (for example, limited partnerships and pass-through entities); taxation of investments; and international tax planning strategies. Instructor: Staff. 3 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Decision Sciences (DECISION)

502. Summer Mathematics Review. Instructor: Staff. 0 units.

610. Probability and Statistics. Examines structures for managerial decision making under conditions of partial information and uncertainty. After developing a foundation in probability theory, the course extends this foundation to a set of methodologies for the analysis of decision problems. Included are topics in probability, statistical inference, and regression analysis. Instructor: Staff. 3 units.

611. Decision Models. Enhances students’ ability to address complex management problems through the use of formal modeling and quantitative analysis techniques. Special emphasis is placed on decision making under conditions of uncertainty and constrained resources. Analytical techniques include decision analysis, Monte Carlo simulation, and optimization. Instructor: Staff. 3 units.

613. Strategic Modeling and Business Dynamics. Managers must operate in an environment with many uncertainties, and they are faced with a variety of risky choices involving many conflicting factors. They need to take account of uncertainties and multiple objectives and to select appropriate risk postures. Decision analysis provides a framework for analyzing decision-making problems under uncertainty by breaking them down into more manageable parts. The study of decision analysis involves some formal methods, but perhaps even more important, it suggests a useful way of thinking about and approaching risky decisions. Instructor: Staff. 3 units.

614. Forecasting. The need for forecasting and data analysis arises in every area of business: in finance, accounting, strategic planning, production and supply chain management, marketing, and sales. This course will cover the most commonly used statistical forecasting techniques, including multiple regression and time-series models, at a more
advanced level than the core statistics course. Managerial issues in forecasting will also be discussed. The course will emphasize hands-on computing with a full-feature statistics package. Instructor: Staff. 3 units.

615. Advanced Decision Models. Surveys the methodologies of operations research and shows how they can be applied to decision-making situations. The course will be concerned primarily with selecting which tool to use in various situations, rather than algorithmic details. Topics to be covered may include dynamic programming, stochastic programming, integer programming, nonlinear programming, Markov chains, inventory theory, and linear model formulation. Instructor: Staff. 3 units.

616. Business Computer Applications. Provides students with the exposure required to achieve functional literacy with Fuqua's core set of business software tools. Classroom demonstrations show the principal features of the software and how it might be used in core course work for the MBA program. Students demonstrate their own competence with the tools by completing a set of required computer assignments on which the course grade is based. Course is available online in advance of the term for students who want to work ahead. Instructor: Staff. 2 units.

617. Information Management. Business intelligence (BI) tools allow a PC user to manage large amounts of data: Writing queries, gathering data from multiple sources, creating visualizations, and generating reports and dashboards. Information Management focuses on BI tools and their growing capabilities. The course is organized around data extraction, transformation, and load (ETL) operations as well as small system building, automation, visualization, and effective presentation. The student completes practical tasks and projects that illustrate the features and functions of Excel and Tableau software. The only prerequisite is familiarity with Excel. Staff: Instructor. 3 units.

618. Data Analytics for Business. Investigates how data can be used to directly impact business decisions. We will study the core ideas behind data mining, challenges associated with big data, and the interplay between data science and business decisions. We will focus on (i) general principles that are long lasting despite of the rapid changing technology; (ii) specific algorithms/technologies that are currently being used in many industries; and (iii) “hands-on” analyses of actual datasets to develop methodologies. A variety of real life examples will be discussed such as customer retention, health risk prediction, social media analysis, network of systemic risk, real-time online advertisement, text mining, and data mining contests. Ultimately, the course aims to develop “data-analytic” thinking. This should enable you to evaluate how data can improve performance, identify opportunities, and assist in decision making for managers. The understanding of the principles of data mining techniques will allow you to interact effectively with experts/consultants, and to quickly conduct pilot studies. Instructor: Staff. 3 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Economics (MGRECON)

780. Managerial Economics. This course examines market behavior and focuses on the actions and reactions of business firms and consumers in a variety of market environments. Different market structures are analyzed, including perfect competition, monopoly and oligopoly. The main objectives of the course are: (i) To master the basic tools of microeconomics: supply and demand, consumer and producer theories, and market structure analysis, (ii) to introduce the analytical foundations for managerial decision-making and the formulation of a firm’s competitive strategy, and (iii) to provide a framework for analyzing the role of government in a market economy. Instructor: Staff. 3 units.

781. Global Economic Environment of the Firm. Provides a conceptual framework for understanding the macroeconomic forces that shape business decisions. Topics covered include the determinants of long-run growth of developing and advanced economies, the allocation of capital across the globe, causes for speculative attacks on currencies, and an understanding of a country’s international financial policy in dealing with various real and financial crises. Particular attention is paid to understanding a variety of current global issues that are important for firms. Instructor: Staff. 3 units.

782. Environmental Economics. The course provides students with the economic tools needed to study environmental issues and inform firm decision making in the presence of environmental regulation. It covers the ways in which markets fail to efficiently allocate resources in the presence of externalities along with mechanisms to correct...
those failures, including tax-based solutions, such as emissions taxes, solutions based on the creation and design of missing markets, such as tradable emission permits, and solutions based on international cooperation governed by treaties. The course addresses firms’ environmental responsibility, whether it pays to be ‘green,’ and how firms can shape regulation to secure competitive advantage. Instructor: Staff. 3 units.

783. Economics of International Business and Multinationals. This course is designed to equip the manager with the tools necessary to effectively manage a multinational company. Using cases and economic analysis, it examines managerial challenges facing multinationals in doing business across borders. Focus is on understanding the source of competitive advantage; considering the impact of trading regimes; understanding different cultures and business norms; and understanding the forces that have caused the “globalization” of products, markets, and consumers. This course will provide future managers with the analytical and practical tools necessary for problem solving and decision making for multinationals in the context of international business. Instructor: Staff. 3 units.

784. Game Theory for Strategic Advantage. This course offers a radical departure from the traditional approach to “game theory for business.” Where others teach about rationality, dominant strategies, and Nash equilibrium, this pathbreaking course explores the strategic implications of irrationality, reveals four distinct ways NOT to play dominant strategies, and casts a critical eye on the equilibrium paradigm. You will emerge from this class a deeper strategic thinker, ready to seize upon opportunities for strategic advantage in the games you play. Important application areas range from economics and strategy (e.g. price wars) to finance (e.g. liquidity in asset markets) to entrepreneurship (e.g. raising venture capital) and organizational behavior (e.g. social norms). Instructor: Staff. 3 units.

785. Managing the Governmental Relationship. Provides the student with an ability to understand and manage private sector problems and opportunities created by government programs. By examining the processes used by the legislative, executive, and judicial branches to create, implement, and enforce laws and regulations, the prospective manager will be prepared to operate effectively in markets controlled or affected by government activities. The course will consider the management problems created by the United States antitrust laws and various government agencies regulating environmental hazards, energy, and health and safety. Instructor: Staff. 3 units.

786. Economic Models for Consulting Practices. The purpose of this course is to give students hands-on experience in applying econometric tools, primarily regression analysis, to managerial problems. The course extends the introductory statistics course by providing extensive applications of the tools of regression analysis. It complements the elective in time-series analysis, but there is very little overlap between the two electives. The course is designed for quantitatively oriented students who wish to learn more about statistical analysis and who wish to develop the ability to estimate statistical models derived from both micro- and macroeconomic theories. Instructor: Staff. 3 units.

787. Behavioral Economics. Behavioral economics and the closely related field of behavioral finance, couple scientific research on the psychology of decision making with economic theory to better understand what motivates investors, employees, and consumers. This course will be based heavily on my own research. We will examine topics such as how emotion rather than cognition determines economic decisions, “irrational” patterns of how people think about money and investments, how expectations shape perceptions, economic and psychological analyses of dishonesty by presumably honest people, and how social and financial incentives combine to motivate labor by everyday workers and CEOs alike. This highly interdisciplinary course will be relevant to students with interests in General Management, Behavioral Finance, Entrepreneurship, Social Entrepreneurship, and Marketing. Instructor: Staff. 3 units.

788. Competitive Analysis. The course provides insights needed to understand the behavior of firms in imperfectly competitive industries; introduces elements of game theory as a framework for the study of strategic interactions; and analyzes various aspects of the organization of industries. Course includes three basic themes: (1) firms typically operate under imperfect or incomplete information and make decisions under uncertainty; their actions may reveal some of their private information; (2) firms’ decisions usually are of a dynamic nature and involve intertemporal trade-offs; (3) industries are not static, but evolve over time driven by market forces, as well as by the strategic decisions of the firms. Instructor: Staff. 3 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.
Energy & Environment (ENRGYENV)

625. Energy, Markets and Innovation. This course will use recent case studies to explore how ongoing changes in energy supply, demand, and technology are affecting energy markets and the businesses that operate within them. The specific transformations that will be explored include shale gas and shale oil, renewable power generation, energy efficiency retrofits in buildings, and recent government environmental regulations/incentives. Changes in these areas will be analyzed in terms of business strategy, investment, and stakeholder engagement, as well as in terms of broader market dynamics. The course will emphasize business opportunities/challenges in U.S. energy markets, but because these are tied to international markets, the latter will also be considered where relevant. Instructor: Staff. 3 units.

626. Modeling and Analysis for Environmental Sustainability. Instructor: Staff. 3 units.

627. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

628. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

629. Special Topics. Permits the study of special topics in energy and/or environment on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

630. Special Topics. Permits the study of special topics in energy and/or environment on an occasional basis depending on the availability and interests of students and faculty. 1.5 units.

631. Independent Study. Permits the study of special topics in energy and/or environment on an occasional basis under the supervision of a faculty member. Prerequisite: Consent of associate dean and instructor. Instructor: Staff. Variable credit.

Finance (FINANCE)

645. Global Financial Management. Provides an overview of corporate finance, financial markets, portfolio diversification, and asset pricing in a global setting. Since firms must understand financial instruments and how the market views them before making decisions about which ones to use, fundamental issues and models of risk, expected return, and asset pricing are presented. Learning modules require students to examine value bonds, stocks, derivative contracts, and capital budgeting techniques. Futures and options markets are introduced. Major corporate finance issues of debt and dividend policies are examined. Instructor: Staff. 3 units.

646. Corporate Finance. Examines the implications of modern financial theory for various decisions faced by corporate financial officers. The concept of NPV, suitably adjusted to account for taxes, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect firm value. Topics include valuation, capital budgeting, capital structure, leasing, the cost of capital, mergers and acquisitions, and international financial management. Theory, empirical evidence, and case analysis all play significant roles in the course. Theory and empirical evidence together yield implications for corporate financial decision making. Case analysis forces students to apply their knowledge of theory and evidence to real-world situations. Instructor: Staff. 3 units.

647. Investment. This class provides a rigorous treatment of the fundamentals of investments, investment management, and asset pricing. Topics include asset allocation, asset pricing models, portfolio management, performance evaluation, the interaction between capital markets and the macro economy, as well as alternative investments such as hedge funds and private equity. The course should be valuable from the perspective of the individual investor, the corporate financial manager, and the investment manager. Instructor: Staff. 3 units.

648. Derivatives. The purpose of this course is to extend the student’s knowledge of security valuation and portfolio management by examining, in depth, the structure, valuation, and uses of derivative contracts. The course develops a general, but rigorous, framework for valuing futures and options contracts and shows the interrelations between these contract markets and the markets for the underlying securities. Specific examples are drawn from derivative contract markets on stocks, stock indexes, debt instruments, and foreign currencies. Instructor: Staff. 3 units.

649. Securities Regulation. A study of the federal and state securities laws and the industry they govern with emphasis on the regulation of the distribution process and trading in securities. Instructor: Cox. 4 units. C-L: Law 384

650. Structuring and Regulating Financial Transactions. 3 units. C-L: see Law 390

651. Entrepreneurial Finance. The course is designed to introduce to the challenge and pitfalls of financing new enterprises. Broadly speaking, entrepreneurial financing decisions have a life cycle. The cycle begins with identifying opportunities, moves to marshaling resources to take advantage of these opportunities and executing the business plan, and ends with harvesting the venture’s success. Accordingly, the course has three sections: Identifying and
Valuing Opportunities, Structuring Deals, and Harvesting Opportunities. This course complements FINANCE 660, Venture Capital and Private Equity. Students would benefit from being exposed to the material in both courses. Entrepreneurial Finance focuses on the perspective of the entrepreneur, while VCPE focuses on that of the venture capitalist. Instructor: Staff. 3 units.

653. Fixed Income Securities. This course explores the most important issues in global debt markets. It describes fixed income securities and markets, develops tools for valuing these securities and managing their risk. The major topics include: 1. Fixed income instruments and basic yield concepts. 2. Risk management concepts such as duration, convexity, and value-at-risk. 3. Risk management tools such as interest rate futures, options, swaps, caps, and floors. 4. Models of interest rates such as one-factor and multi-factor models of interest rates. 5. Understanding credit risk in corporate bonds and prepayment risk in mortgages. Instructor: Staff. 3 units.

654. Advanced Corporate Finance. Examines in depth the major financial decisions faced by the firm. Topics include dividend policy and capital structure decisions of the firm, as well as the pricing of various financial instruments. While the major emphasis of the course is on the traditional and recent theories regarding corporate financial decision making, much time is devoted to the consideration of empirical evidence supporting/refuting the various theoretical propositions. Time permitting, some special topics such as mergers and acquisitions and lease financing will be considered. Instructor: Staff. 3 units.

655. International Corporate Finance. Four dimensions characterize the special problems encountered by the international financial officer. They are: (1) the multiplicity of currencies, and attendant problems related to nominal contacts; (2) the misalignment of exchange rates vis-a-vis commodities prices and the attendant problems of competitiveness; (3) the partial segmentation of capital markets producing potential differences in costs of capital across the world; and (4) the multiplicity of tax jurisdictions. These four issues will be addressed in this course with the objective of preparing the student for careers in corporations with large operations abroad or across borders, or for careers in international banks. Instructor: Staff. 3 units.

656. Global Asset Allocation and Stock Selection. The course objective is to deliver the theory and the quantitative tools that are necessary for global asset management. The focus of the course is on tactical rather than passive asset management. To this end, we develop the fundamental concepts of asset valuation in a world with time-varying risk and risk premiums. We also focus on the most recent advances in quantitative forecasting methods. A unique feature of this course is that students build their own asset management software. In addition, using some of the techniques in the course, they perform an out-of-sample asset allocation. The most recent data (from DATASTREAM) is used in this real-time allocation. Instructor: Staff. 3 units.

657. Financial Engineering. The objective of the course is to provide the quantitative tools which are necessary to price a variety of derivative instruments and to hedge the often substantial risks that are involved in taking positions in derivatives. The course is very applied by nature, with a focus on models and techniques that are currently being used in practice. The techniques are applied to the most recently available data in a series of practical exercises. Instructor: Staff. 3 units.

658. Corporate Restructuring. This interdisciplinary course is built around several important themes that are part of almost every corporate restructuring: Valuation, Governance, the Law, and associated Strategic considerations. The first half of the course establishes a framework and tools to consider healthy company valuation and restructuring; the second half emphasizes distressed restructuring and reorganization. The course prepares professionals in business and law to assess a wide variety of situations, including mergers, acquisitions, divestitures, sales, leveraged buyouts, activist investors, bankruptcies, liquidations, reorganizations (both healthy and distressed), and in-court and out-of-court negotiation. Prerequisite: Corporate Finance 646 (or explicit permission of the instructor). Instructor: Staff. 3 units. C-L: Law 324

659. Emerging Markets Corporate Finance. Exploration of the corporate finance issues that are special to emerging economies. These economies will likely provide substantial growth opportunities in the world economy in the new millennium. The recent crises in Latin America and Asia reinforce the importance of having a better understanding of these markets. The goal of this course is to explore the finance side of emerging markets. Instructor: Staff. 3 units.

660. Venture Capital and Private Equity. Focus on how financial, legal, and economic issues are dealt with in the financial contracts between venture capitalists and their limited partners and between venture capitalists (or other private equity investors) and the firms in which they invest. Emphasis on the perspective of the venture capitalist rather than that of the entrepreneur or manager. Examines not only how venture capitalists provide capital to start-up firms in growing industries, but also how private equity markets provide capital to help established medium-sized firms (often family businesses) grow and restructure. Instructor: Staff. 3 units.

activities of firms at different stages in their life cycle. We analyze financing choices for younger firms, for which there exists little or no security price information, and then examine capital raising issues relevant to larger, listed firms. Topics to be covered in this course include the role of financial intermediaries—such as commercial banks and investment banks—in the capital raising process, the decision to go public, mechanism and pricing of initial public offerings, role of investment banks in IPOs, high-tech firm financing, privatization, bank debt, private placements, public debt markets, commercial paper and junk bond markets. Instructor: Staff. 3 units.

662. Real Estate Entrepreneurship. Focus on the real estate entrepreneur who desires to take advantage of inherent inefficiencies in his or her local real estate market for profit opportunities. Course provides the student with the analytical tools needed to evaluate real estate projects effectively; cases and outside speakers provide numerous examples. Topics include the operational framework, market environment, real estate investment analysis, legal environment, and tax environment. Review of various types of real estate—residential, office, retail, and land—from an investment and development standpoint. Instructor: Faculty. 3 units. C-L: Law 378

663. International Finance. International Finance will share a corporate finance and investment perspective. Students will learn key aspects of international corporate finance (valuation of investments, hedging, dealing with political risk). Students will also learn about the issues facing portfolio investors in equities, bonds, and commodities. Students will learn how to evaluate potential corporate and portfolio investments as well as how to measure and manage risk exposures. Course should be taken by any student specializing in either Corporate Finance or Investment Finance. 3 units.

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Global Academic Travel Experience (GATE)

580. Global Academic Travel Experience. Combines classroom study of one or more foreign countries with a visit and observation of the region studied. Participants work with a faculty member for up to six weeks of lectures and discussion about the business and organizational systems of one or more countries. They prepare intensively to engage in meaningful discussion with overseas managers and leaders. Then the study tour group departs for a foreign visit, usually ten days to two weeks long. Activities include visits to corporations, nonprofit organizations, U.S. or host government agencies, and educational institutions, as well as cultural and historical sites. Upon return to the U.S., students are responsible for completing a written project. Instructor: Staff. 3 units.

581. Global Academic Travel Experience. See description for 580. Instructor: Staff. 3 units.

582. Global Academic Travel Experience. See description for 580. Instructor: Staff. 3 units.

583. Global Academic Travel Experience. See description for 580. Instructor: Staff. 3 units.

584. Global Academic Travel Experience. See description for 580. Instructor: Staff. 3 units.

585. Global Academic Travel Experience. See description for 580. Instructor: Staff. 3 units.

586. Global Academic Travel Experience. See description for 580. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. 3 units.

Health Sector Management (HLTHMGMT)

705. Seminars in Health Care 1. This extensive series of seminars in the fall is a required component of the Health Sector Management program that provides students the opportunity to demonstrate applications of the skill sets taught in the core courses to health care. In addition to faculty, outside speakers are used to highlight, address and discuss the most current changes within health care sectors. Instructor: Staff. 1.5 units.

706. Seminars in Health Care 2. This extensive series of seminars in the spring is a required component of the Health Sector Management program that provides students the opportunity to demonstrate applications of the skill sets taught in the core courses to health care. In addition to faculty, outside speakers are used to highlight, address
and discuss the most current changes within health care sectors. Instructor: Staff. 1.5 units.

707. Health Care Global Market Analysis. 1 unit.

710. Health Institutions, Systems and Policy. Introduces Health Sector Management students to the interlocking segments of the industry (for example, doctors, hospitals, HMOs/PPOs, insurers, consultants, pharmaceuticals, and medical devices), their current status, and how they are changing. It will analyze Health Care Industry from a historical perspective to understand how the industry has evolved to its current state and to predict where it is likely to go in the future. To better understand the current health care environment, the course will explore the industry from several perspectives: the provider/patient/payor interface, the changing demographics of health, growth of technology, emerging regulatory patterns, and comparative strategies of public health across nations. Instructor: Staff. 2 units.

711. Health Care Markets. We will apply tools from business and the social sciences, especially economics and strategy, to challenges faced by managers, patients, and policy makers in the health sector. We will aim for broad coverage of health care, including patients, providers and manufacturers. We will pay particular attention to payers. Payers are of interest throughout the health sector, because most providers and manufacturers want to be paid, and because third party payment influences consumer/patient decisions. This course is intended to prepare people for other Health Sector Management electives. Instructor: Staff. 3 units.

712. Medical Device Strategy. Managing the commercialization process of lifescience innovations with a focus on medical device. Business development of the basic components of unmet need analysis, finance, strategy, market modeling, valuation and navigation strategies of the regulatory and reimbursement process in the backdrop of competition, regulation, and profitability at various milestone stages of company growth in an international marketplace. Analyze and challenge business models from the perspectives of entrepreneurship, corporate management, investor finance consultancy and innovation development with a return to investors and society. Instructor: Staff. 3 units.

714. Health Care Provider Strategy. This course provides students with the tools to understand, formulate and innovate strategy in today's global provider space. Cases span the US, Canada, India, and South Africa, and introduce the Blue Ocean strategy innovation approach. This course may be taken as a first or second year elective and is taught by a former physician and management consultant. Instructor: Staff. 3 units.

716. Management of Health Systems and Policy. Examines special aspects of health care law, financing, and health care policy. The provision of health care in the United States exists within a unique and complex environment. State and federal governments, through laws, programs, reimbursements, and payments, create a special environment for health care providers. Similarly, third-party insurers, and more recently, corporations, are taking active steps in modifying this environment. Good candidates for this course are MBA students who have an interest in health, biotechnology, pharmaceutical, and human resource management. Instructor: Staff. 3 units.

717. Biotechnology and Pharmaceutical Strategy. This course examines a number of economic issues relating to innovation, competition, and regulation in the pharmaceutical industry and their role in management decision making. We concentrate on factors that distinguish pharmaceuticals from other industries such as its strong research intensity, broader ties to the health care system, and the critical role of government regulations and policy. The overall perspective is international, but the emphasis is on current market and policy developments in the United States. Instructor: Staff. 3 units.

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 3 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

**Initiative on Impact Investing (IMPINV)**

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

Interdisciplinary (FUQINTRD)

565. Consequential Leadership 1. The primary objective of the first C-Lead is to provide experiential and classroom-based personal development opportunities in teamwork, leadership, and social responsibility. Instructor: Staff. 1 unit.

566. Consequential Leadership 2. This C-Lead builds on the concepts and skills mastered in the first-year C-Lead and core courses by providing students with an integrated series of conceptual and experiential learning activities and group discussions that encourage a deeper level of understanding and awareness of leadership. The course emphasizes Personal Leadership, Ethical Leadership, and Teamwork and Community Building. Instructor: Staff. 2 units.

693. Irrational Choices, Unconscious Decisions & Market Failure. This course focuses on problems of market failures due to consumer irrationality, such as when consumers cannot comprehend information relevant to their potential purchases. The emphasis in this course will be on exploring what the proper response to consumer related market failure should be—from businesses and governments. Topics include ethical duties of various players and the role of regulation. The health sector is an important application area for this course. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Management (MANAGEMT)

730. Leadership, Ethics and Organizations. The reality of business life is that no person is an island—smart quantitative analysis without the support of employees, colleagues, or supervisors goes nowhere. To succeed in your career and to improve the performance of your company requires working with others effectively. The goal of LEO, therefore, is to prepare you to be an effective leader and manager of others regardless of your career path and to be a good analyst of how best to organize people. The course will accomplish these goals by focusing on two broad sets of questions. First, what principles can you draw on to analyze and improve performance in organizations? We will examine principles for designing incentive systems, motivating employees, running effective teams, making good decisions, harnessing diversity, and organizing the distribution of work. The second set of questions concerns what you need to do as an individual to be an effective leader. What can you contribute to your firm and why should others respect and listen to you? We will challenge you to reflect on your own personal strengths and weaknesses and to develop specific strategies for making a difference in the organizations to which you'll belong. Instructor: Staff. 3 units.

731. Organizational Design. Focuses on the choices and trade-offs involved in the structuring and management of organizations for global competition in a rapidly changing environment. Special emphasis is given to the actions and choices available to managers in continuously realigning the strategies of the firm and in redesigning the organization in fast moving global turbulent environments. As a means of relating theoretical concepts and empirical research to actual managerial problems, strategic change, and organization design, the course will integrate conceptual and managerial readings with case analyses and group presentations. Instructor: Staff. 3 units.

738. Managing Innovation in a Global Organization. Instructor: Staff. 3 units.

739. International Business Management. The course provides two different types of information to analyze and effectively make decisions. At a first level, it provides the student an understanding of important factors in the international environment (for example, economic, political, cultural, technological) that influence decisions. At a second level, it provides the student with an organized framework to proceed from an understanding of the international environment to develop strategic and cross-functional responses to specific challenges that MBAs face. Instructor: Staff. 3 units.

740. Legal Leverage. This course bridges the language gap between law and business by offering a relevant framework for executives to evaluate the legal consequences of their day-to-day business decision making. Legal principles that define the business landscape are introduced and evaluated as strategic planning tools to allow both entrepreneur and multinational executives the opportunity to effectively manage the delicate balance between minimizing risk and maximizing opportunity. Awareness of when and how legal issues arise allows executives to generate a range of business response options, thereby managing "at-risk" behaviors effectively and leveraging the avoided costs into net value. Instructor: Staff. 3 units.

741. Sports Business. Provide students with an understanding of how to apply the principles of business and/or the elements of organization to sport. Students will have the opportunity to explore basic theories of leadership, human resource management, politics, finance, marketing, resource acquisition (fundraising and corporate support), sports law, broadcast properties, media and publicity, future trends in facilities as well as philosophical, sociological and
cultural considerations of sport. Instructor: Staff. 3 units.

743. Legal Environment of Business. This course provides an introduction to the nature and functions of our legal system and its importance to business managers. Major concepts are placed in historical context, with discussion of what the law ought to be and how it might change in the years ahead. The course will provide a focused treatment of selected rules in sufficient detail to be useful for future planning purposes. It will convey the dynamic interplay between business decisions and the ever-changing legal environment. Course will focus on regulatory law, or “public law,” involving legal relationships between individuals or entities and the government, as well as portions of “private law” dealing with commercial transactions (e.g. law of contracts, torts, and property). Instructor: Staff. 3 units.

744. Managerial Decision Making. Explores what constitutes high-quality managerial decision making, how managers tend to predictably fall short of these standards, and how managerial decision making can be improved. In the process, students diagnose specific biases in their own decision-making process so that they can improve both personal and professional decisions. Considerable emphasis is placed on the psychological approaches to understanding decision making and the role of uncertainty in judgment and choice. Course format includes lectures, case discussions, electronic bulletin board postings and computerized decision-making exercises, and individual and group simulations. Instructor: Staff. 3 units.

745. Negotiation. Explores the processes of bargaining and negotiation; the dynamics of interpersonal and inter-group conflict; and understanding of theory and research related to the processes of influence, negotiation, and conflict management. Skills will be developed through extensive case analysis, role playing, and simulation. Instructor: Staff. 3 units.

746. Power and Politics in Organizations. Examines the interplay of power and politics in organizational settings with particular emphasis on the use of influence strategies in managerial decision making. Specific topics to be included are understanding the role of power in organizations, its sources and conditions for use, political strategies and tactics, and specific organizational issues such as resource allocation, career politics, organizational change, and retrenchment. Relevant research and theory will be examined but students will be encouraged to make practical application in decision-making situations through case analyses and discussion, and the development of personal skills in the politics of management. Instructor: Staff. 3 units.

747. Leadership. This course addresses leadership as a topic separate from management. Effective leadership involves setting a tone, a focus, and a direction for an organization, its members, and other stakeholders. In contrast, effective management involves executing against the direction and tone set by leadership. To be effective in most business positions, we need a mixture of leadership and management, and the exact mix depends upon the situation, the role and the person. The purpose of this course is to provide not only knowledge about leadership and its effects, but also opportunities for reflection, study, debate, and practice that provide students with a context within which they can learn about leadership—both their own leadership and more general principles of effective leadership. This is a course for students who wish to take the time and exert the effort required to understand, confront and reflect on their own leadership strengths and weaknesses, and begin the process of becoming a more effective leader. Instructor: Staff. 3 units.

748. Strategic Management of Human Assets and Organizational Change. Provides an understanding of issues and challenges involved in the management of human resources in contemporary, complex organizations. The topics discussed include employee selection and placement, training and development, compensation and reward systems, performance evaluation, career development, human resource planning, international human resource management, and the contribution of human resource management to overall organizational effectiveness. The cultural and legal contexts of human resource practices are also addressed. Perspectives for this course are from the line or operating managers primarily. The roles of the personnel department and the personnel specialists are evaluated. Instructor: Staff. 3 units.

749. Ethics in Management. The overall purpose of this course is to increase students’ capacity to sustain effective and ethical management and leadership in their organizations. This course is an opportunity for students to challenge and sharpen their “philosophy of business” and their own purposes in business. Students are helped to deepen their own self-awareness as ethical beings and leaders, and to strengthen their moral courage. Students see how every single management decision has ethical implications. Students wrestle with the question: Are there universal norms for individuals and business that transcend boundaries? Students are given tools for “finding and speaking their voice” when they confront ethical challenges and lapses. Instructor: Staff. 3 units.

750. Social Entrepreneurship. This course is about the efforts of private citizens to develop innovative solutions to social problems. Social entrepreneurs are increasingly blurring the lines between the sectors, using for-profit and
hybrid forms of organization to achieve social objectives. This creates new opportunities for applying business skills in the social sector. The objectives of this course are to introduce students to the concepts, practices, and challenges of social entrepreneurship, to equip students with frameworks and tools that will help them be more effective in theses pursuits, and to engage students in a joint learning process as we explore this emerging field. Instructor: Staff. 3 units.

751. Managing E-Commerce Enterprise. Using experience in the market-space and basic principles of economics, organization, and strategy, this course isolates the principles and strategic skills that e-commerce managers need. Sample topics: how firms gain competitive advantage from the Internet; telecommunications; software standards; Internet value chain; business models for Internet-delivered services; Internet organization. Instructor: Staff. 3 units.

752. Managing Technology and Innovation. Is intended to prepare the student for management in a technology-based or technology-intensive company. This course focuses on three types of technology management: managing technology, innovation, and R&D within the corporation; new business based on new technology and innovation; and bringing new technology and innovation into the corporation and utilizing it properly. This course will use a combination of readings, lecture/discussions, cases, and guest lectures by managers. Instructor: Staff. 3 units.

753. Managing Professional Services Organizations. This course is about managing knowledge services. It is designed for students who expect to establish or join professional service firms, or to serve as consultants to such firms, or to manage knowledge workers (for example, scientists) in a business organization. The knowledge work considered will include medicine, law, education, engineering, accounting and auditing, business consulting, banking, and other such services. Instructor: Staff. 3 units.

754. Mentored Study in Entrepreneurship. Course provides experiential learning within venture capital and entrepreneurial growth firms. Placements are coordinated based on student selections and approvals by mentoring organizations. Each study program is custom designed by agreement among the student, mentor, and program administrator. Students have a general management experience with a broad and multifunctional exposure to the mentor business. Students may participate during any two consecutive academic terms and must successfully complete both terms to receive credit. Scheduling is at the convenience of both parties. Credit/no credit grading only. Instructor: Staff. 3 units.

755. Managing Venture Growth. Exploration of the strategic challenges of managing growth in entrepreneurial organizations. Focusing on “adolescent” firms—firms that have moved beyond the initial start-up stage but that have yet to evolve into mature businesses—the course investigates problems associated with fast growth and discuss alternative strategies that may be used to overcome these problems. Instructor: Staff. 3 units.

756. Managing Strategic and Organizational Change in Times of Increasing Disorder. Managers realize that the strategies, organization structures, and management practices, which served their adaptation requirements during stable times, are inadequate during times of increasing global environmental turbulence. Emphasis on the ever-present challenge of simultaneously aligning and re-orienting the firm’s strategies and its organization in times of increasing disorder. It centers on large business enterprises whose operations stretch across national boundaries, and who are required to operate within and across national institutional systems, which are themselves buffeted by the major forces of change driving the transition to the postindustrial era. Instructor: Staff. 3 units.

757. Strategies for Corporate Survival and Renewal. Focuses on understanding the conceptual basis of firm survival and failure, coupled with identifying managerial strategies that help a business change and survive while its competitors decline and fail. We compare and contrast modes that firms use to undertake major business changes, including internal development, discrete resource exchange, alliances, and acquisitions. The course examines the limits that companies face as they attempt to lead and respond to changes in their competitive environments, and how some firms and their leaders manage to push the limits further than others. Instructor: Staff. 3 units.

758. Management and Organizational Design of Global Corporations. The course focuses on the management challenges associated with the development of strategies and the management of organizations in business enterprises whose operations stretch across national boundaries. The course emphasizes the way transnational corporations are different from purely domestic companies. The course addresses the choices and tradeoff involved in understanding the strategic and organizational challenges of managing transnational companies in a complex, increasingly interdependent, turbulent international environment. Instructor: Staff. 3 units.

759. Global Interdependence. Exploration of the interdependence among global forces of change. The ways in which people throughout the world define, organize, and maintain themselves continually undergo radical change. The major drivers are economic growth and advances in technology that have vastly increased the ability of organizations to move ideas, technology, capital, production sites, and distribution networks. Focus on ethnic identity,
communication, trade, finance, religion, politics, property rights, organizations, and colonialism. Additionally, it examines the way these interact. Instructor: Staff. 3 units.

761. Cultural Setting of Business. The course defines culture and identifies the relevant dimensions to be used in the description of any of the many different cultures of the world. Two sets of dimensions are identified, those that differ by subject and those that differ by logical nature. The first constitutes the parts of the culture, for example, religion, politics, business, etc. The second identifies the components of a culture, those things that define a culture and every part of it. These are the concepts of truth, the beliefs, the values, the logic, and the decision rules. The fit between these components of a culture and the way business is done is analyzed. Instructor: Staff. 3 units.

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. 3 units.

Management Communications (MGMTCOM)

504. International Student Bootcamp. Course offered to International Students who will be attending Fuqua in the Fall. The course is listed as zero units so it will not effect the students’ load in the full fall term. Instructor: Staff. 0 units.

567. Leadership Communication 1. Instructor: Staff. 2 units.

568. Leadership Communication 2. Instructor: Staff. 2 units.

569. Informing and Influencing Business Audiences. Introduction to the foundations of effective management communication. Focus on communicating strategically and persuasively in professional business writing and presentations. Offers students opportunities to speak in front of the class with a variety of informational and persuasive purposes. The course helps students to: understand the communication process and the strategic decisions necessary to communicate to diverse audiences; produce documents that are suited to business readers; develop the ability to speak effectively and confidently; build critical thinking abilities; understand the elements of a strategic communication campaign; identify their communication strengths and understand areas needing improvement. Instructor: Staff. 2 units.

570. Effective Advocacy. Builds on the skills and concepts that students learned in Management Communications 569. Focus on advocacy skills, team skills, collaborative skills, and the ability to communicate strategically as a team in written and oral form. Students refine their ability to construct persuasive arguments and move beyond mere persuasion to advocacy. They learn how to challenge others’ viewpoints and positions effectively and strategically. Students master the ability to manage questions and challenges gracefully in highly interactive communication situations. Students learn advocacy skills; manage communication; construct written and oral messages; analyze and respond to complex communication situations, and anticipate and answer challenges and counter arguments. Instructor: Staff. 2 units.

571. Professional Project Communication. Builds on the important advocacy skills that students learned in Management Communications 570. It focuses on successful communication with executives and managers from outside the school who have agreed to act as project mentors. The communication project culminates in delivery of a fully professional and persuasive seventy-five-minute presentation to these decision makers. The course tests students’ abilities to analyze an audience, align and adapt to the needs of that audience, influence the decision makers with written documents and oral discussions prior to the final presentation, and adapt to feedback and challenges throughout the term. Students polish the skills they are likely to use during summer internships and throughout their business careers. Instructor: Staff. 2 units.

572. Managerial Writing. The ability to write clear, purposeful, persuasive documents is an important tool in a business career. This course will help you improve your skills in all phases of writing, from ideation and audience adaptation, to drafting and revision, to editing style and format. The classes will be interactive and collaborative, allowing students the chance to work closely with both the instructor and peers. Students will also have the chance to
573. Workshop in Managerial Improvisation. Effective improvisation entails active listening, teamwork, risk taking, adaptability, spontaneity, focus, intuitive decision making, rapid problem solving, and the ability to keep a cool head in a crisis. In short, improvisation requires a set of skills desperately needed by today’s leaders. Workshop in Managerial Improvisation is designed to improve participants’ abilities to build trust, foster better communication, promote creativity, and respond quickly and decisively to unanticipated challenges through hands-on exercises that are provocative and immediately transferable in actual working situations. Instructor: Staff. 2 units.

574. Curricular Practical Training. Offers students an experiential learning opportunity in a U.S. work environment. A paper will follow the practical training. Instructor: Staff. 1 unit.

575. Beginning Working Spanish A. Working Spanish, developed by The NC Global Center, helps business students and professionals learn Spanish and the nuances of culture affecting business in Mexico and Latin America. The main goal of the course is to prepare MBA students to be able to function effectively in Spanish at work. Instructor: Staff. 4 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. Variable credit.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Marketing (MARKETNG)

795. Marketing Management. Provides an overview of the role of marketing in organizations by acquainting students with the fundamental issues and decisions involved in planning and managing marketing activities in order to create value for customers. Attention is given to topics such as product policy, pricing, advertising and communications, marketing research, and channels of distribution. Major emphasis is placed on developing an understanding of the underlying forces that influence marketing decisions, including customer behavior, competitive marketing activity, and organizational considerations. Instructor: Staff. 3 units.

796. Market Intelligence. This is a course about making decisions with marketing data. Participants will learn about the sorts of marketing decision problems in which research information might prove useful, problems of selection of target market, new product or service introduction, customer retention, pricing, etc. Students will learn how to specify the decision to be made and the information required to make the decision. They will learn how to acquire secondary and primary market research data and judge its quality and appropriateness to the decision problem at hand. They will learn how to analyze and interpret the resultant data to make the decision. Instructor: Staff. 3 units.

797. Consumer Behavior. The number one survival threat to organizations is losing touch with their customers. Successful marketing strategies require a clear understanding of the thought processes, desires, and emotions that drive consumer behavior. This survey course is designed to provide students with a psychological framework for understanding—and specific techniques for influencing—customer choice. We will cover basic topics form the psychology literature such as subliminal perception, learning and memory, motivation, persuasion, and group influence. The goal of the course is to provide you with a sophisticated understanding of consumer behavior, and a specific set of tools you can use to predict and influence consumer choice. Instructor: Staff. 3 units.

799. Product Management. Develops an understanding of the roles, activities, and responsibilities of the modern product manager—the person on the front lines of the implementation of branding strategy. Analytical skills are used in making product management decisions and written skills to communicate them. Emphasis on package goods brand management. Course consists of case discussions, lectures, presentations, and guest speakers. Representative topics include: organizing the product management team; brand franchise building activities; analyzing scanner data; and managing the mature brand. Course culminates with the "Mock Brand Review" in which student teams conduct brand reviews using actual brands. Instructor: Staff. 3 units.

800. Marketing Communications Management. Includes the management of advertising, promotions, public relations, and the other more subtle ways companies communicate with their customers. Objective is to provide an approach to management that is thoughtful, sophisticated, and state-of-the-art, while being practical and relevant to "real world" communications planning, decision making, and control. Instructor: Staff. 3 units.

801. Electronic Commerce. This course gives students the necessary background of concepts, technologies, and applications required for participation in the rapidly growing electronic commerce industry. Examination of current
electronic commerce practices as well as business models that will be enabled by likely future technologies. Topics: Internet technologies, online retailing, online advertising, new pricing models (for example, auctions), customer acquisition, customer service, marketing to customers, new business models, etc. Instructor: Staff. 3 units.

802. Marketing of Innovations. High technology markets are characterized by environments in which information on customers is either unavailable or it quickly becomes obsolete. This requires firms to develop abilities to understand unarticulated customer needs and to be able to forecast the development of nascent markets. Some of the topics covered in this course include: diffusion of innovations, technology forecasting and disruptive technologies. Instructor: Staff. 3 units.

803. Customer Relationship Management. Covers analytical approaches for CRM and customer valuation, dealing with: identification of prospects for customer acquisition; customer development via up-selling or cross-selling; and customer attrition/retention management. Database marketing and data mining techniques covered: decile analysis, RFM (reach/frequency/monetary) analyses, and response modeling using logistic regression and machine learning algorithms. Hands-on analysis of customer lifetime value; estimating return on marketing investment; identifying prospects for cross-selling; and building predictive models to select the best targets. Instructor: Staff. 3 units.

804. International Marketing. Develops students’ knowledge of theoretical concepts and practical aspects of marketing for firms competing in countries with different cultural, legal, economic, and political environments. Designed both for those who plan to work for multinational companies and those who want to enrich their knowledge of the international marketplace. Instructor: Staff. 3 units.

805. Analysis for Marketing Decisions. Instructor: Staff. 3 units.

806. Strategic Marketing Planning. Course provides overview and resolution of issues encountered implementing marketing plans. Topics include: strategic marketing management in changing business environment; customer-oriented firms—how they manifest in management attitudes and practices; managing markets strategically—tasks and underlying principals; preparing a strategic marketing plan—components and desired characteristics; significance of segmentation; tools and techniques for customer and competitor analysis; situation analysis and its role in strategy formulation and marketing planning; determining if organization has a differential advantage or how it might obtain such an advantage. Instructor: Staff. 3 units.

807. Marketing Strategy. Considers in greater depth the process of strategic thinking in marketing. Focus on the strategic-level management of the firm’s three customer-related tasks (customer identification and understanding, customer value creation, and customer value delivery) through firm culture, capabilities, and the configuration of firm structure and assets. The purpose is the development of market-based knowledge and skills in order to facilitate marketing strategy design, implementation, and evaluation. Instructor: Staff. 3 units.

808. Strategy and Tactics of Pricing. Profitable pricing is the harvest of a firm’s efforts to create value for its customers. Consequently, setting prices is a critical managerial decision. The course covers fundamental analytic tools, theories, and conceptual tools for formulating pricing strategy. It also covers pricing tactics, and some new economy pricing models. Topics include Customer Demand, Customer Sensitivity to Price, Psychology and Sociology of Pricing, Understanding Competitive Advantages and Competitive Reaction, Segmented Pricing, Bundling, Price Promotions, Advance Selling, Auctions, Price Making Process. The course will be taught using a variety of methods, including lectures, case discussions, and problem sets. Instructor: Staff. 3 units.

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Operations (OPERATNS)

820. Operations Management. Covers issues in the design, planning, and control of the processes by which goods are manufactured and services are delivered. Specific topics include analysis of production processes, the impact of variability on process performance, inventory management, lean production, total quality management, process
improvement, comparison of manufacturing and service process management, and the strategic role of operations in the firm. Instructor: Staff. 3 units.

822. Information Systems for Production Management. Focuses on tactical issues relevant to the management of material, labor, equipment, and inventories in production/distribution systems. Advanced models are formulated to structure the relationship between key decision variables and system performance in meeting customer delivery requirements while maintaining low costs and high quality. Particular emphasis is placed on control policies that effectively accommodate the fluctuations and uncertainties in both product demand and component supply that are typically encountered in real manufacturing environments. Topics include inventory management, aggregate production planning, master production scheduling, material requirements planning, shop floor controls, and just-in-time systems. Instructor: Staff. 3 units.

823. Operations Strategy. Explores the use of operations as a competitive weapon. The course investigates various frameworks for describing, analyzing, and assessing the strategic operations choices available to companies, with the goal of determining how a company’s operations can contribute to competitive success, organizational learning, and world-class status. Among the strategic decision categories that will be examined are process and technology choices, facilities and capacity decisions, quality and productivity management, and performance measurement. Instructor: Staff. 3 units.

824. Service Operations Management. Explores the role of operations in service organizations by examining in depth the nature, design, and delivery of services. The course addresses both strategic and operational issues, with an emphasis on the latter. It focuses on the unique role of the customer in a service process, and the strategic importance of managing this role. The course also examines service delivery issues including service capacity management, yield management and performance measures. These concepts and tools are applied to a broad range of service operations, including transportation companies, financial services, restaurants, and health-care services. Instructor: Staff. 3 units.

825. Management of Technology. Examines the multiple impacts that technology has on the firm. Major issues of technology management will be discussed, including innovation, competitiveness, technology assessment, R&D strategy, positioning, manufacturing technologies, and productivity. These issues are encountered not only in the technology-based company, but in any organization. Also covered will be the incorporation of a new technology into an existing industry and the new entrepreneur-based companies that are formed to work with a technology. The course will focus primarily on management issues, using as models new technologies such as biotechnology, superconductivity, microelectronics, and fiberoptics. Instructor: Staff. 3 units.

826. Managing Innovative Production Systems. Examines how managers evaluate and implement changes in the firm’s process technology. The course looks at both soft technologies, such as information systems, just-in-time control, and group technology, and the hard technologies, such as NC machines, robotics, flexible manufacturing systems, and computer integrated manufacturing. The course focuses on how to manage the changes in the structure of the firm, and how to use these systems to alter the competitive position of the firm. Instructor: Staff. 3 units.

827. Global Operations. Explores the role of operations in service organizations by examining in depth the nature, design, and delivery of services. The course addresses both strategic and operational issues, with an emphasis on the latter. It focuses on the unique role of the customer in a service process, and the strategic importance of managing this role. The course also examines service delivery issues including service capacity management, yield management and performance measures. These concepts and tools are applied to a broad range of service operations, including transportation companies, financial services, restaurants, and health-care services. Instructor: Staff. 3 units.

828. Supply Chain Management. This course is designed to provide an understanding of the functional and strategic role of distribution both in manufacturing and service industries. Distribution strategies are evaluated in terms of costs, service to customers, and competitive impact. The costs and benefits of cooperation and coordination between different firms in a supply chain are investigated. The impacts of several recent innovations in this field are examined, such as vendor-managed inventories, cross docking, and quick response/accurate response. Instructor: Staff. 3 units.

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual
basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Social Entrepreneurship (SOCENT)
895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.
899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Strategy (STRATEGY)
627. Business Strategies for Sustainability. Global challenges such as urbanization, food security, water crises, inequality, natural resource degradation, and climate change increasingly present material risks to corporations. Yet these same trends can create profitable opportunities for companies if innovation is harnessed to create products and business models that provide solutions for growing global markets. As these challenges grow, companies are increasingly integrating sustainability as a business imperative and a key to competitive advantage. In the course, we will examine how businesses assess their risks and opportunities, and how they develop strategies to promote more sustainable practices. We will assess challenges in different firms, industries and geographies, and evaluate how these differences affect corporate strategy and practice. Class sessions will combine case studies, lectures, guest speakers, and interactive activities. Instructor: Staff. 3 units.
835. Foundations of Strategy. Why are some firms more profitable than others? This course explores the sources of sustained profits in the face of competitive pressures. In doing so, it introduces concepts and skills necessary for managers, management consultants, and financial analysts to understand, craft, and support a firm’s strategy. Students should leave the course well prepared for focused electives on strategic issues. Instructor: Staff. 3 units.
836. Global Institutions and Environments. Instructor: Staff. 2 units.
837. International Strategy. Instructor: Staff. 3 units.
838. Entrepreneurial Strategy for Innovation-Based Ventures. This course provides prospective entrepreneurs with information and tools for evaluating opportunities for starting a new firm: how to choose markets for entry, when to enter, and what resources and capabilities it will take to enter and provide a platform for future growth. The course will focus on venture formation in innovation-intensive industries such as computers, software, pharmaceuticals, biotechnology, and communications equipment. The course is designed for students who hope to pursue start-up opportunities at some point in their career or pursue careers where evaluating start-ups would be helpful (e.g., venture capital, mergers and acquisitions). While this course can be taken alone, it is designed to be taken along with the more practice-oriented course, Entrepreneurial Execution. Instructor: Staff. 3 units.
839. Strategic Alliances. Instructor: Staff. 3 units.
840. Business Strategy by Firms Based in Emerging Market Economies. Focuses on strategies firms in emerging markets are adopting to compete at home and abroad. Emerging market economies have a growing commercial infrastructure of legal institutions, capital and labor markets, external supply chains, and physical infrastructure. These economies—the BRICS countries of Brazil, Russia, India, China, and South Africa as well as rapidly growing countries throughout Africa, Latin America, Asia, and the Middle East—are now among the most dynamic economies in the world. Strategies in these economies reflect traditional business strategy, but also incorporate important elements from the distinct conditions of the emerging markets in general and of their home countries in particular. Instructor: Staff. 3 units.
841. Strategy Implementation. Focuses on strategy implementation. The course teaches how organizational realities shape the constraints and opportunities for creative strategizing. In doing so, the classes address the relationship between strategic choices, the competitive environment, formal structure, and the informal organization. Class topics include sources of strategy, strategic planning, business processes, relationships, formal and informal organization, knowledge, overcoming inertia, managing acquisitions, and global organization. Instructor: Staff. 3 units.
842. Strategic Modeling and Business Dynamics. This course introduces concepts and modeling methods that enhance strategic thinking skills. You learn a flexible and powerful approach to structuring managerial problems and visualizing interconnections that make business systems dynamic. Understanding of business dynamics is developed through mapping, mathematical model building and structured experimentation. It investigates a wide variety of
industries and issues including: competitive strategy; managing firm growth; reconciling apparently contradictory information; managing booming or cyclical industries and influencing public policy. It develops skills and concepts for use as a manager, consultant, analyst, investor or policy maker. Instructor: Staff. 3 units.

843. Intellectual Capital and Competitive Strategy. Competitive advantage relies critically upon a firm’s management of the knowledge and know-how underpinning its product and process innovation. This course considers how firms manage intellectual capital from the vantage point of different types of firms’ from start-ups to large incumbents’ operating in different market environments as they change over time. It considers how firms should protect their intellectual capital, when firms should share their intellectual capital with other firms, how firms should go about acquiring the intellectual capital of others, and how firms can extract value from their intellectual capital through commercialization and licensing. Instructor: Staff. 3 units.

844. Technology Strategy. In R&D intensive industries like computers, semiconductors, software, biotech and pharmaceuticals, competitive advantage relies critically upon a firm’s management of its R&D and the innovations that it produces. This course will consider how firms should manage their R&D and especially the innovations that R&D produces. We will consider technology strategy from the vantage point of different types of firms, from start-ups to large incumbents, operating in different market environments. After discussing how firms should approach the challenge of identifying promising technological opportunities, we will consider how firms should value innovations. We will then consider how they should protect their innovations using patents, lead-time advantages, complementary marketing and manufacturing capabilities and secrecy. We will consider firms’ strategies for commercializing their innovations and also how firms should approach the management of the R&D process itself. Instructor: Staff. 3 units.

845. Entrepreneurial Execution and Planning. The focus of this course is the successful creation and early execution of a new venture. The course will concentrate on new enterprises based on substantial innovations with potential for high growth and funding by venture capitalists. The course is primarily based on case discussion, with the intent of allowing students to derive practical lessons from experience (both successes and failures) in actual ventures. The topics to be covered include: understanding whether there is a market, competitive position, growth, financing a new venture, building a team, early sales and marketing execution, building an operating plan. This course is a complement to the Entrepreneurial Strategy course. Instructor: Staff. 3 units.

846. Entrepreneurship and New Venture Management. Provides an intensive, tutored field study of the formation of new business ventures. Students work in teams to develop market, strategic, operations, and financial aspects of original ideas toward completion of a full business plan. Entrepreneurs and new venture investors advise students on the progress of their work and evaluate final plans. Instructor: Staff. 3 units.

847. Managing Challenged Businesses. 3 units.

848. New Ventures 1: Opportunity Evaluation. 3 units.


850. New Ventures 2: Strategy Development 2. 3 units.

851. New Ventures 3: Operating Plan Development 1. 3 units.

852. New Ventures 3: Operating Plan Development 2. 3 units.

895. Fuqua Client Consulting Practicum. Team-based consulting practicums with local, domestic and international clients covering strategy, international business, small business, energy and environment, health care management, social entrepreneurship and other topics. Instructor: Staff. 6 units.

896. Practicum. Topics vary each semester offered. Instructor: Staff. 3 units.

898. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

899. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

The Duke MBA—Cross Continent

Accounting (ACCOUNTG)

501C. Financial Accounting Review. Instructor: Staff. 0 units.

590C. Financial Accounting. Provides an introduction to the financial reporting process and to using financial reports. Students learn skills that can be used to read, analyze, and understand financial reports. The course focuses on
fundamental accounting concepts and the economic events and transactions that form the basis of the information in financial reports. The course considers topical issues in financial reporting and makes considerable use of exercises and cases based on financial reports. Instructor: Staff. 3 units.

591C. Managerial Accounting. Emphasizes the use of accounting information for internal purposes as opposed to the external disclosure focus of the financial accounting course. The design of management accounting systems for planning and controlling operations, and for motivating personnel is covered. The course integrates accounting with ideas from microeconomics, data analysis, finance, and operations management. Instructor: Staff. 3 units.

597E. Financial Statement Analysis. Provides a broad framework for using financial statement information in a variety of business analysis contexts. Students first develop an understanding of a firm’s competitive strategy through the use of techniques such as ratio analysis and prospective analysis. Topics in the second portion of the course include intangible assets, international accounting, earnings quality, and earnings management. Instructor: Staff. 3 units.

598E. Valuation and Fundamental Analysis. Emphasizes the role of financial statement information in equity valuation, using cases developed from (real) financial statements. The course is intended to provide students with a strong theoretical and applied understanding of the equity valuation and stock selection approaches used by financial managers, investment professionals, securities analysts, and portfolio managers. The approaches covered include relative valuation (price-multiples) and discounted payment models (such as free cash flows and residual income). The course focuses on the implementation of these models using information reported in the financial statements and notes thereto. Prerequisite: ACCOUNTG 590C. Instructor: Staff. 3 units.

898C. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

### Decision Sciences (DECISION)

502C. Mathematics Review. Instructor: Staff. 0 units.

610C. Statistical Models. Develops students’ ability to make inferences and predictions from data. Special emphasis is placed on using statistical analysis in managerial decision making. Topics include exploratory data analysis, probability distribution, sampling and inference, and regression analysis. Instructor: Staff. 3 units.

611C. Decision Models. Enhances students’ ability to address complex management problems through the use of formal modeling and quantitative analysis techniques. Special emphasis is placed on decision making under conditions of uncertainty and constrained resources. Analytical techniques include decision analysis, Monte Carlo simulation, and optimization. Instructor: Staff. 3 units.

613E. Strategic Modeling and Business Dynamics. Managers must operate in an environment with many uncertainties, and they are faced with a variety of risky choices involving many conflicting factors. They need to take account of uncertainties and multiple objectives and to select appropriate risk postures. Decision analysis provides a framework for analyzing decision-making problems under uncertainty by breaking them down into more manageable parts. The study of decision analysis involves some formal methods, but perhaps even more important, it suggests a useful way of thinking about and approaching risky decisions. Instructor: Staff. 3 units.

898C. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

### Economics (MGRECON)

780C. Managerial Economics. This course is about markets and how they work. We will examine the decisions of firms, consumers, and governments and how they interact to determine market outcomes. This will lead us to explore a variety of market structures, ranging from perfect competition to oligopoly (rivalry between a small number of competitors) to monopoly (one dominant firm). What we want to develop is the ability to analyze how and why these elements of market structure matter for managerial choices and strategic decisions. Instructor: Staff. 3 units.

781C. Global Economic Environment of the Firm. Provides a conceptual framework for understanding the macroeconomic forces that shape business decisions. Topics covered include the determinants of long-run growth of developing and advanced economies, the allocation of capital across the globe, causes for speculative attacks on currencies, and an understanding of a country’s international financial policy in dealing with various real and financial crises. Particular attention is paid to understanding a variety of current global issues that are important for
firms. Instructor: Staff. 3 units.

782E. Environmental Economics. The course provides students with the economic tools needed to study environmental issues and inform firm decision making in the presence of environmental regulation. It covers the ways in which markets fail to efficiently allocate resources in the presence of externalities along with mechanisms to correct those failures, including tax-based solutions, such as emissions taxes, solutions based on the creation and design of missing markets, such as tradable emission permits, and solutions based on international cooperation governed by treaties. The course addresses firms’ environmental responsibility, whether it pays to be ‘green,’ and how firms can shape regulation to secure competitive advantage. Instructor: Staff. 3 units.

783C. Economics of International Business and Multinationals. This course is designed to equip the manager with the tools necessary to effectively manage a multinational company. Using cases and economic analysis, it examines managerial challenges facing multinationals in doing business across borders. Focus is on understanding the source of competitive advantage; considering the impact of trading regimes; understanding different cultures and business norms; and understanding the forces that have caused the “globalization” of products, markets, and consumers. This course will provide future managers with the analytical and practical tools necessary for problem solving and decision making for multinationals in the context of international business. Instructor: Staff. 3 units.

784C. Game Theory for Strategic Advantage. This course offers a radical departure from the traditional approach to “game theory for business.” Where others teach about rationality, dominant strategies, and Nash equilibrium, this pathbreaking course explores the strategic implications of irrationality, reveals four distinct ways NOT to play dominant strategies, and casts a critical eye on the equilibrium paradigm. You will emerge from this class a deeper strategic thinker, reader to seize upon opportunities for strategic advantage in the games you play. Important application areas range from economics and strategy (e.g. price wars) to finance (e.g. liquidity in asset markets) to entrepreneurship (e.g. raising venture capital) and organizational behavior (e.g. social norms). Instructor: Staff. 3 units.

788E. Competitive Analysis. The course provides insights needed to understand the behavior of firms in imperfectly competitive industries; introduces elements of game theory as a framework for the study of strategic interactions; and analyzes various aspects of the organization of industries. Course includes three basic themes: (1) firms typically operate under imperfect or incomplete information and make decisions under uncertainty; their actions may reveal some of their private information; (2) firms’ decisions usually are of a dynamic nature and involve intertemporal trade-offs; (3) industries are not static, but evolve over time driven by market forces, as well as by the strategic decisions of the firms. Instructor: Staff. 3 units.

898C. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Energy & Environment (ENRGYENV)

625E. Energy, Markets and Innovation. The energy industry is one of the world’s largest and fastest-growing industries. Emerging markets are building out infrastructures to meet rising energy needs, while developed markets are adapting their systems to balance reliability, cost, and environmental considerations. In this course, we will apply economics, finance, and strategy tools to understand energy markets, with a focus on electricity in the United States. Through readings, case studies and simulations, we will consider the dynamics of supply and demand, industry structure, technology, and prices; explore how value is created and how risks are managed. We will also examine the role of public policy and regulation in shaping energy markets. This class is designed to meet the learning needs of students with experience in the energy industry, but also to provide a valuable introduction to energy markets and issues for non-specialists. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

898E. Special Topics. Permits the study of special topics in energy and/or environment on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Entrepreneurship & Innovation (ENTREPRN)

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.
Finance (FINANCE)

645C. Global Financial Management. Provides an overview of corporate finance, financial markets, portfolio diversification, and asset pricing in a global setting. Since firms must understand financial instruments and how the market views them before making decisions about which ones to use, fundamental issues and models of risk, expected return, and asset pricing are presented. Learning modules require students to examine value bonds, stocks, derivative contracts, and capital budgeting techniques. Futures and options markets are introduced. Major corporate finance issues of debt and dividend policies are examined. Instructor: Staff. 3 units.

646E. Corporate Finance. Examines the implications of modern financial theory for various decisions faced by corporate financial managers. The concept of NPV, suitably adjusted to account for taxes, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect firm value. Topics include valuation, capital budgeting, capital structure, the cost of capital, Islamic Finance, and payout. Theory, empirical evidence, and case analysis all play significant roles in the course. Case analysis allows students to apply their knowledge of theory and evidence to real-world situations. Instructor: Staff. 3 units.

647E. Investment. The objective of this course is to develop an understanding of the institutional structure and fundamental concepts of asset valuation in financial markets. Some analytical tools will be developed to study the valuation of different types of securities. The course is structured in three parts. The first part deals with the institutional background of security markets. Particular emphasis is placed on fixed income markets. Second, the concepts of market microstructure are introduced. For example, we examine such questions as: What is liquidity and how is it created? The final part of the course examines the recent advances in asset valuation (asset pricing theory). Instructor: Staff. 3 units.

648E. Derivatives. The purpose of this course is to extend the student's knowledge of security valuation and portfolio management by examining, in depth, the structure, valuation, and uses of derivative contracts. The course develops a general, but rigorous, framework for valuing futures and options contracts and shows the interrelations between these contract markets and the markets of the underlying securities. Specific examples are drawn from derivative contract markets on stocks, stock indexes, debt instruments, and foreign currencies. Instructor: Staff. 3 units.

658E. Corporate Restructuring. This interdisciplinary course examines the finance, economics, law and business strategies that underlie major corporate restructuring transactions. These transactions include: mergers, acquisitions, tender offers, leveraged buyouts, leveraged cashouts, divestitures, spin-offs, equity carve-outs, share repurchases and the creation of tracking stock. Students will be expected to do fundamental analysis of relatively complicated corporate transactions involving aspects of financial economics, corporate strategy and corporate law. Instructor: Staff. 3 units.

660E. Venture Capital and Private Equity. Focus on how financial, legal, and economic issues are dealt with in the financial contracts between venture capitalists and their limited partners and between venture capitalists (or other private equity investors) and the firms in which they invest. Emphasis on the perspective of the venture capitalist rather than that of the entrepreneur or manager. Examines not only how venture capitalists provide capital to start-up firms in growing industries, but also how private equity markets provide capital to help established medium-sized firms (often family businesses) grow and restructure. Instructor: Staff. 3 units.

662E. Real Estate Entrepreneurship. Focus on the real estate entrepreneur who desires to take advantage of inherent inefficiencies in his or her local real estate market for profit opportunities. Course provides the student with the analytical tools needed to evaluate real estate projects effectively; cases and outside speakers provide numerous examples. Topics include the operational framework, market environment, real estate investment analysis, legal environment, and tax environment. Review of various types of real estate residential, office, retail, and land from an investment and development standpoint. Course is crosslisted with Law 378. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.
Health Sector Management (HLTHMGMT)

705C. Fundamentals of Health Sector Management 1. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 3 units.

706C. Fundamentals of Health Sector Management 2. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

707C. Fundamentals of Health Sector Management 3. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

708C. Fundamentals of Health Sector Management 4. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

709C. Fundamentals of Health Sector Management 5. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

711E. Health Care Markets. We will apply tools from business and the social sciences, especially economics and strategy, to challenges faced by managers, patients, and policy makers in the health sector. We will aim for broad coverage of health care, including patients, providers and manufacturers. We will pay particular attention to payers. Payers are of interest throughout the health sector, because most providers and manufacturers want to be paid, and because third party payment influences consumer/patient decisions. This course is intended to prepare people for other Health Sector Management electives. Instructor: Staff. 3 units.

714E. Health Care Provider Strategy. This course provides students with the tools to understand, formulate and innovate strategy in today's global provider space. Cases span the US, Canada, India, and South Africa, and introduce the Blue Ocean strategy innovation approach. This course may be taken as a first or second year elective and is taught by a former physician and management consultant. Instructor: Staff. 3 units.

718E. Life Science Product Strategy. We will examine product strategy in the biotech, device, and pharmaceutical industries. We will consider the perspectives of entrepreneurial start-ups, large incumbents, and companies in between. Life science product companies face new challenges and opportunities given rapid growth in emerging markets but increasing regulatory oversight and reimbursement challenges in developed markets. To succeed, industry professionals need a deep understanding of corporate strategy, financing options, product development and innovation management, regulatory and reimbursement trends, and customer needs. Instructor: Staff. 3 units.

897E. Health Sector Management Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 3 units.

Interdisciplinary (FUQINTRD)

679C. Global Markets and Institutions 1. This course considers basic ideas in macroeconomics and links them to institutional arrangements that have evolved to address such issues as commerce involving goods, services and financial flows. It addresses how the same problem in trade and commerce is dealt with differently around the world. The objectives of the course are (1) to increase your understanding of macroeconomics so that you have the tools to analyze the structure and performance of specific national economies and global relationships and to analyze governmental policies that are intended to affect economic performance and (2) to increase your understanding of the role of...
formal and informal institutions in facilitating business transactions. Instructor: Staff. 0 units.

680C. Global Markets and Institutions 2. This course considers basic ideas in macroeconomics and links them to institutional arrangements that have evolved to address such issues as commerce involving goods, services and financial flows. It addresses how the same problem in trade and commerce is dealt with differently around the world. The objectives of the course are (1) to increase your understanding of macroeconomics so that you have the tools to analyze the structure and performance of specific national economies and global relationships and to analyze governmental policies that are intended to affect economic performance and (2) to increase your understanding of the role of formal and informal institutions in facilitating business transactions. Instructor: Staff. 0 units.

681C. Global Markets and Institutions 3. This course considers basic ideas in macroeconomics and links them to institutional arrangements that have evolved to address such issues as commerce involving goods, services and financial flows. It addresses how the same problem in trade and commerce is dealt with differently around the world. The objectives of the course are (1) to increase your understanding of macroeconomics so that you have the tools to analyze the structure and performance of specific national economies and global relationships and to analyze governmental policies that are intended to affect economic performance and (2) to increase your understanding of the role of formal and informal institutions in facilitating business transactions. Instructor: Staff. 0 units.

682C. Global Markets and Institutions 4. This course considers basic ideas in macroeconomics and links them to institutional arrangements that have evolved to address such issues as commerce involving goods, services and financial flows. It addresses how the same problem in trade and commerce is dealt with differently around the world. The objectives of the course are (1) to increase your understanding of macroeconomics so that you have the tools to analyze the structure and performance of specific national economies and global relationships and to analyze governmental policies that are intended to affect economic performance and (2) to increase your understanding of the role of formal and informal institutions in facilitating business transactions. Instructor: Staff. 0 units.

683C. Global Markets and Institutions 5. This course considers basic ideas in macroeconomics and links them to institutional arrangements that have evolved to address such issues as commerce involving goods, services and financial flows. It addresses how the same problem in trade and commerce is dealt with differently around the world. The objectives of the course are (1) to increase your understanding of macroeconomics so that you have the tools to analyze the structure and performance of specific national economies and global relationships and to analyze governmental policies that are intended to affect economic performance and (2) to increase your understanding of the role of formal and informal institutions in facilitating business transactions. Instructor: Staff. 0 units.

688C. Culture, Civilizations and Leadership I. The purpose of this course is to provide a theoretical framework for understanding and a physical context for experiencing the civilization, historical, and cultural aspects of each Cross Continent MBA residency region and applying them to develop a robust understanding of the complex challenges associated with leading a 21st century global firm. This course will be primarily experiential in nature. Students will engage in a set of structured activities and interactions affording them the opportunity to experience first-hand how the civilization, historical and cultural aspects of the region inform, influence and activate present day behavior, customs and practices. Instructor: Staff. 0 units.

689C. Culture, Civilizations and Leadership 2. The purpose of this course is to provide a theoretical framework for understanding and a physical context for experiencing the civilization, historical, and cultural aspects of each Cross Continent MBA residency region and applying them to develop a robust understanding of the complex challenges associated with leading a 21st century global firm. This course will be primarily experiential in nature. Students will engage in a set of structured activities and interactions affording them the opportunity to experience first-hand how the civilization, historical and cultural aspects of the region inform, influence and activate present day behavior, customs and practices. Instructor: Staff. 0 units.

690C. Culture, Civilizations and Leadership 3. The purpose of this course is to provide a theoretical framework for understanding and a physical context for experiencing the civilization, historical, and cultural aspects of each Cross Continent MBA residency region and applying them to develop a robust understanding of the complex challenges associated with leading a 21st century global firm. This course will be primarily experiential in nature. Students will engage in a set of structured activities and interactions affording them the opportunity to experience first-hand how the civilization, historical and cultural aspects of the region inform, influence and activate present day behavior, customs and practices. Instructor: Staff. 0 units.

691C. Culture, Civilizations and Leadership 4. The purpose of this course is to provide a theoretical framework for understanding and a physical context for experiencing the civilization, historical, and cultural aspects of each Cross Continent MBA residency region and applying them to develop a robust understanding of the complex challenges associated with leading a 21st century global firm. This course will be primarily experiential in nature. Students will
engage in a set of structured activities and interactions affording them the opportunity to experience first-hand how the civilization, historical and cultural aspects of the region inform, influence and activate present day behavior, customs and practices. Instructor: Staff. 0 units.

692C. Culture, Civilizations and Leadership 5. The purpose of this course is to provide a theoretical framework for understanding and a physical context for experiencing the civilization, historical, and cultural aspects of each Cross Continent MBA residency region and applying them to develop a robust understanding of the complex challenges associated with leading a 21st century global firm. This course will be primarily experiential in nature. Students will engage in a set of structured activities and interactions affording them the opportunity to experience first-hand how the civilization, historical and cultural aspects of the region inform, influence and activate present day behavior, customs and practices. Instructor: Staff. 3 units.

693E. Irrational Choices, Unconscious Decisions & Market Failure. This course focuses on problems of market failures due to consumer irrationality, such as when consumers cannot comprehend information relevant to their potential purchases. The emphasis in this course will be on exploring what the proper response to consumer related market failure should be—from businesses and governments. Topics include ethical duties of various players and the role of regulation. The health sector is an important application area for this course. 3 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Management (MANAGEMENT)

730C. Managerial Effectiveness. Provides an introduction to the study of the behavior of individuals and groups within organized settings. The relationship of organizations to their environments is also examined. Emphasis is given to managerial strategies which enhance organizational effectiveness. Topics include leadership, motivation and reward systems, decision making, power and politics, conflict management, and organization structure and design. A mixture of lectures, cases, and experimental exercises is used to develop managerial skills. Instructor: Staff. 3 units.

738E. Managing Innovation in a Global Organization. Instructor: Staff. 3 units.

739C. International Business Management I. The course provides two different types of information to analyze and effectively make decisions. At a first level, it provides the student an understanding of important factors in the international environment (for example, economic, political, cultural, technological) that influence decisions. At a second level, it provides the student with an organized framework to proceed from an understanding of the international environment to develop strategic and cross-functional responses to specific challenges that MBAs face. Instructor: Staff. 3 units.

740C. Legal Leverage. This course bridges the language gap between law and business by offering a relevant framework for executives to evaluate the legal consequences of their day-to-day business decision making. Legal principles that define the business landscape are introduced and evaluated as strategic planning tools to allow both entrepreneur and multinational executives the opportunity to effectively manage the delicate balance between minimizing risk and maximizing opportunity. Awareness of when and how legal issues arise allows executives to generate a range of business response options, thereby managing “at-risk” behaviors effectively and leveraging the avoided costs into net value. Instructor: Staff. 3 units.

744E. Managerial Decision Making. Explores what constitutes high-quality managerial decision making, how managers tend to predictably fall short of these standards, and how managerial decision making can be improved. In the process, students diagnose specific biases in their own decision-making process so that they can improve both personal and professional decisions. Considerable emphasis is placed on the psychological approaches to understanding decision making and the role of uncertainty in judgment and choice. Course format includes lectures, case discussions, electronic bulletin board postings and computerized decision-making exercises, and individual and group simulations. Instructor: Staff. 3 units.

745E. Negotiation. Explores the processes of bargaining and negotiation; the dynamics of interpersonal and inter-group conflict; and understanding of theory and research related to the processes of influence, negotiation, and conflict management. Skills will be developed through extensive case analysis, role playing, and simulation. Instructor: Staff. 3 units.

747E. Leadership. This course addresses leadership as a topic separate from management. Effective leadership involves setting a tone, a focus, and a direction for an organization, its members, and other stakeholders. In contrast, effective management involves executing against the direction and tone set by leadership. To be effective in most business positions, we need a mixture of leadership and management, and the exact mix depends upon the situation, the role and the person. The purpose of this course is to provide not only knowledge about leadership and its effects,
but also opportunities for reflection, study, debate, and practice that provide students with a context within which they can learn about leadership—both their own leadership and more general principles of effective leadership. This is a course for students who wish to take the time and exert the effort required to understand, confront and reflect on their own leadership strengths and weaknesses, and begin the process of becoming a more effective leader. Instructor: Staff. 3 units.

752C. Managing Technology and Innovation. Is intended to prepare the student for management in a technology-based or technology-intensive company. This course focuses on three types of technology management; managing technology, innovation, and R&D within the corporation; new business based on new technology and innovation; and bringing new technology and innovation into the corporation and utilizing it properly. This course will use a combination of readings, lecture/discussions, cases, and guest lectures by managers. Instructor: Staff. 3 units.

753C. Managing Professional Services Organizations. This course is about managing knowledge services. It is designed for students who expect to establish or join professional service firms, or to serve as consultants to such firms, or to manage knowledge workers (for example, scientists) in a business organization. The knowledge work considered will include medicine, law, education, engineering, accounting and auditing, business consulting, banking, and other such services. Instructor: Staff. 3 units.

898C. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Marketing (MARKETING)

795C. Marketing Management. Successful design and implementation of a marketing program requires a thorough understanding of the internal (company) and external (competition and customer) environments and how these elements interact with decisions about the appropriate marketing mix (product, price promotion, and distribution). This course provides the student with the necessary framework, knowledge bases, and analysis tools and techniques to develop and/or critique all aspects of a marketing program. Instructor: Staff. 3 units.

796E. Market Intelligence. This is a course about making decisions with marketing data. Participants will learn about the sorts of marketing decision problems in which research information might prove useful, problems of selection of target market, new product or service introduction, customer retention, pricing, etc. Students will learn how to specify the decision to be made and the information required to make the decision. They will learn how to acquire secondary and primary market research data and judge its quality and appropriateness to the decision problem at hand. They will learn how to analyze and interpret the resultant data to make the decision. Instructor: Staff. 3 units.

799E. Product Management. Develops an understanding of the roles, activities, and responsibilities of the modern product manager-the person on the front lines of the implementation of branding strategy. Analytical skills are used in making product management decisions and written skills to communicate them. Emphasis on package goods brand management. Course consists of case discussions, lectures, presentations, and guest speakers. Representative topics include: organizing the product management team; brand franchise building activities; analyzing scanner data; and managing the mature brand. Course culminates with the "Mock Brand Review" in which student teams conduct brand reviews using actual brands. Instructor: Staff. 3 units.

801C. Electronic Commerce. Electronic commerce involves the transformation of key business processes through the use of Internet technologies. The goal of the course is to give students the necessary background and concepts, technologies, and applications required for participation in the rapidly growing electronic commerce industry. Topics will include Internet technologies, online retailing, online advertising, new pricing models (e.g., auctions), customer acquisition, customer service, marketing to customers, new business models, etc. We will examine current electronic commerce practices as well as business models that will be enabled by likely future technologies. Instructor: Staff. 3 units.

802E. Marketing of Innovations. This course focuses on developing marketing strategies in technology-intensive environments. Some of the topics that we will cover in this course are electronic-commerce, diffusion and adoption of technology, forecasting sales of high technology products, and user-needs analysis for technology products. The basic structure of the course will involve case discussions and lectures. Instructor: Staff. 3 units.

803C. Customer Relationship Management. Will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; and
customer attrition/retention management. It will introduce issues, techniques and terminology associated with database marketing and data mining for analytical CRM. Techniques covered will include decile analysis, RFM (reach/ frequency/ monetary) analyses, and response modeling using logistic regression and machine learning algorithms. A series of hands-on analysis of customer databases using statistical software will address the following CRM problems: measuring customer lifetime value; estimating return on marketing investment; identifying prospects for cross-selling; and building predictive models to select the best targets for a marketing campaign. Instructor: Staff. 3 units.

807C. Marketing Strategy. Considers in greater depth the process of strategic thinking in marketing. Focus on the strategic-level management of the firm’s three customer-related tasks (customer identification and understanding, customer value creation, and customer value delivery) through firm culture, capabilities, and the configuration of firm structure and assets. The purpose is the development of market-based knowledge and skills in order to facilitate marketing strategy design, implementation, and evaluation. Instructor: Staff. 3 units.

807E. Marketing Strategy. Considers in greater depth the process of strategic thinking in marketing. Focus on the strategic-level management of the firm’s three customer-related tasks (customer identification and understanding, customer value creation, and customer value delivery) through firm culture, capabilities, and the configuration of firm structure and assets. The purpose is the development of market-based knowledge and skills in order to facilitate marketing strategy design, implementation, and evaluation. Instructor: Staff. 3 units.

808E. Strategy and Tactics of Pricing. Profitable pricing is the harvest of a firm’s efforts to create value for its customers. Consequently, setting prices is a critical managerial decision. The course covers fundamental analytic tools, theories, and conceptual tools for formulating pricing strategy. It also covers pricing tactics, and some new economy pricing models. Topics include Customer Demand, Customer Sensitivity to Price, Psychology and Sociology of Pricing, Understanding Competitive Advantages and Competitive Reaction, Segmented Pricing, Bundling, Price Promotions, Advance Selling, Auctions, Price Making Process. The course will be taught using a variety of methods, including lectures, case discussions, and problem sets. Instructor: Staff. 3 units.

807E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

807E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Operations (OPERATNS)

820C. Operations Management. Covers issues in the design, planning and control of the processes by which goods are manufactured and services are delivered. Specific topics include analysis of production processes, the impact of variability on process performance, inventory management, lean productions, total quality management, process improvement, comparison of manufacturing and service process management, and the strategic role of operations in the firm. Instructor: Staff. 3 units.

824E. Services Operations Management. Explores the role of operations in service organizations by examining in depth the nature, design, and delivery of services. The course addresses both strategic and operational issues, with an emphasis on the latter. It focuses on the unique role of the customer in a service process, and the strategic importance of managing this role. The course also examines service delivery issues including service capacity management, yield management and performance measures. These concepts and tools are applied to a broad range of service operations, including transportation companies, financial services, restaurants, and health-care services. Instructor: Staff. 3 units.

828E. Supply Chain Management. This course is designed to provide an understanding of the functional and strategic role of distribution both in manufacturing and service industries. Distribution strategies are evaluated in terms of costs, service to customers, and competitive impact. The costs and benefits of cooperation and coordination between different firms in a supply chain are investigated. The impacts of several recent innovations in this field are examined, such as vendor- managed inventories, cross docking, and quick response/accurate response. Instructor: Staff. 3 units.

898C. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.
Strategic Management (STRATEGY)

835C. Foundations of Strategy. Takes on the general manager’s challenge to make sound strategic decisions under difficult conditions. Students are guided toward their own individual approaches to solving current business problems under uncertain, ambiguous, and dynamic conditions. Case analyses and guest speakers help put theory into practice, and to test out solutions. Students evaluate markets and strategies, functional area integration, leadership, and implementation. Some current topics: local rivalry, alliance management, capabilities, venturing, technology and market evolution, and real options. Instructor: Staff. 3 units.

838E. Entrepreneurial Strategy For Innovation-Based Ventures. This course provides prospective entrepreneurs with information and tools for evaluating opportunities for starting a new firm: how to choose markets for entry, when to enter, and what resources and capabilities it will take to enter and provide a platform for future growth. The course will focus on venture formation in innovation-intensive industries such as computers, software, pharmaceuticals, biotechnology, and communications equipment. The course is designed for students who hope to pursue start-up opportunities at some point in their career or pursue careers where evaluating start-ups would be helpful (e.g., venture capital, mergers and acquisitions). While this course can be taken alone, it is designed to be taken along with the more practice-oriented course, Entrepreneurial Execution. Instructor: Staff. 3 units.

840E. Business Strategy by Firms Based in Emerging Market Economies. Focuses on strategies firms in emerging markets are adopting to compete at home and abroad. Emerging market economies have a growing commercial infrastructure of legal institutions, capital and labor markets, external supply chains, and physical infrastructure. These economies—the BRICS countries of Brazil, Russia, India, China, and South Africa as well as rapidly growing countries throughout Africa, Latin America, Asia, and the Middle East—are now among the most dynamic economies in the world. Strategies in these economies reflect traditional business strategy, but also incorporate important elements from the distinct conditions of the emerging markets in general and of their home countries in particular. Instructor: Staff. 3 units.

841E. Strategy Implementation. Focuses on strategy implementation. The course teaches how organizational realities shape the constraints and opportunities for creative strategizing. In doing so, the classes address the relationship between strategic choices, the competitive environment, formal structure, and the informal organization. Class topics include sources of strategy, strategic planning, business processes, relationships, formal and informal organization, knowledge, overcoming inertia, managing acquisitions, and global organization. Instructor: Staff. 3 units.

843C. Intellectual Capital and Competitive Strategy. Competitive advantage relies critically upon a firm’s management of the knowledge and know-how underpinning its product and process innovation. This course considers how firms manage intellectual capital from the vantage point of different types of firms’ from start-ups to large incumbents’ operating in different market environments as they change over time. It considers how firms should protect their intellectual capital, when firms should share their intellectual capital with other firms, how firms should go about acquiring the intellectual capital of others, and how firms can extract value from their intellectual capital through commercialization and licensing. Instructor: Staff. 3 units.

844E. Technology Strategy. In R&D intensive industries like computers, semiconductors, software, biotech and pharmaceuticals, competitive advantage relies critically upon a firm’s management of its R&D and the innovations that it produces. This course will consider how firms should manage their R&D and especially the innovations that R&D produces. We will consider technology strategy from the vantage point of different types of firms, from start-ups to large incumbents, operating in different market environments. After discussing how firms should approach the challenge of identifying promising technological opportunities, we will consider how firms should value innovations. We will then consider how they should protect their innovations using patents, lead-time advantages, complementary marketing and manufacturing capabilities and secrecy. We will consider firms’ strategies for commercializing their innovations and also how firms should approach the management of the R&D process itself. Instructor: Staff. 3 units.

846E. Entrepreneurship and New Venture Management. This is a course about how to start and grow a business. The first part of the course will concentrate on opportunity evaluation and business plan development. The second part of the course will explore the strategic challenges of managing growth. Focusing on “adolescent” firms—firms that have moved beyond the initial start-up stage but that have yet to evolve into mature businesses—the class will investigate growth-related stumbling blocks and discuss alternative strategies that may be used to overcome these obstacles. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written
presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

898C. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

The Duke MBA—Global Executive

Accounting (ACCOUNTG)

590G. Global Financial Accounting. Focuses on how economic events and transactions are communicated through the financial reporting process in both U.S. and non-U.S. jurisdictions. In this course, students will obtain a basic understanding of (1) the fundamental concepts that support financial reporting systems; (2) the role of judgements and estimates in the preparation and interpretation of financial reports; (3) how to read, analyze and interpret financial reports prepared in different countries; (4) the major differences across countries in financial reporting and some implications of those differences. Instructor: Staff. 3 units.

591G. Cost Management and Control in Global Organizations. Examines the use of accounting information in the development and implementation of a successful global corporate strategy and how control systems enhance the strategic planning process. Topics: cost behavior, measurement, and cost management; cost management innovations; strategic cost analysis; quality management and cost; planning and control in performance measurement, evaluation and transfer pricing in global organizations. Instructor: Staff. 3 units.

594G. Financial Reporting & Managerial Accounting in a Global Environment. This course has two complementary objectives, both linked to the use of accounting information to support decision-making, planning and control. The first objective is to increase understanding of how the financial reporting process, around the world, communicates decision-useful information to investors, creditors and other users of financial reports. The second objective is to increase understanding of how accounting information and non-accounting information is used to support the development, implementation, monitoring and evaluation of a successful global strategy. The course introduces the basics of financial reporting and managerial accounting, including cost management, control and performance evaluation. Instructor: Staff. 4.5 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Decision Sciences (DECISION)

610G. Statistical Models. Develops students’ ability to make inferences and predictions from data. Special emphasis is placed on using statistical analysis in managerial decision making. Topics include exploratory data analysis, probability distributions, sampling and inference, and regression analysis. Instructor: Staff. 3 units.

611G. Decision Models. Enhances students’ ability to address complex management problems through the use of formal modeling and quantitative analysis techniques. Special emphasis is placed on decision making under conditions of uncertainty and constrained resources. Analytical techniques include decision analysis, Monte Carlo simulation, and optimization. Instructor: Staff. 3 units.

612G. Statistical Models for the Global Executive. In the global economy, there is much uncertainty, and a great deal of information is available. In order to make informed decisions, executives must be able to make sense of key uncertainties and the associated risks. This includes learning to choose, analyze, and understand data concerning relevant variables and relationships; to make inferences and predictions on the basis of such data; and to use this information effectively in decision making. This course sharpens quantitative and analytical skills and develops tools for interpreting data and making forecasts. Instructor: Staff. 4.5 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Economics (MGRECON)

780G. Global Managerial Economics. Course examines market behavior and the actions and reactions of business firms and consumers in a variety of market environments. The impact of different market structures (including perfect competition, monopoly, and oligopoly) on production and consumption is analyzed. Specific topics include
the following. Logic of interventions by national governments; International trade; Empirical demand analysis; Price discrimination strategies; Pricing, entry and regulatory issues with application to the pharmaceuticals industry; Game theory, and tools for the analysis of strategic interactions among large players; Cartels and anti-trust in the world economy; Comparative analysis of competition and regulation policy in the U.S. and Europe. Instructor: Staff. 4.5 units.

781G. Global Economic Environment of the Firm. This course provides a conceptual framework for understanding the macroeconomic forces that shape business decisions. Topics covered include the determinants of long-run growth of developing and advanced economies, the allocation of capital across the globe, causes for speculative attacks on currencies, and an understanding of a country’s international financial policy in dealing with various real and financial crises. Particular attention is paid to understanding a variety of current global issues that are important for firms. Instructor: Staff. 4 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Finance (FINANCE)

645G. Financial Management in a Global Economy. Introduces the fundamental principles of asset valuation and financing in global financial markets. Topics: financial instruments, world markets, and information; global fixed income valuation; global equity valuation; risk management through derivatives; international portfolio management; project evaluation in developed and emerging markets; capital structure; payout policies. Instructor: Staff. 3 units.

652G. Global Capital Markets. Managing a successful global business requires a sophisticated understanding of capital markets, both in terms of how capital markets operate and in terms of how they shape internal corporate financial decision-making. This course is designed to equip managers with both sets of tools. Thus, the course covers the fundamentals of asset pricing in global capital markets, which includes a description of the types of securities that trade around the globe and an analysis of the economic factors that help to determine the prices at which they trade. The course then studies how these same factors affect capital budgeting, financing growth, and related financial decisions that top managers face inside the firm. Instructor: Staff. 4.5 units.

658G. Corporate Restructuring. Examines the economics, law, and business strategies that underlie major corporate restructuring transactions in the U.S. and throughout the world. Includes mergers, acquisitions, tender offers, leveraged buyouts, and divestitures. Introduces analytical techniques used to assess the valuation consequences of these transactions. Reviews the structure of the large-scale, public corporation with emphasis on the conflict of interest that exists between corporate managers and stockholders. Discusses market forces and legal rules in the U.S. that resolve these conflicts. Compares the legal and institutional environment to that in other countries, particularly Japan and Germany. Examines the role of hostile takeovers and defensive tactics. Instructor: Staff. 4 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Interdisciplinary (FUQINTRD)

675G. Global Markets and Institutions 1. This course studies the role of markets and institutions in shaping national and international commerce. To understand this global marketplace, this course will rely heavily on the framework of macroeconomics, international trade, and international finance. Some institutions analyzed in depth are the WTO and other trade organizations, the IMF, the World Bank, and Central Banks. As much as possible this course will not focus on any one country and will try to present a balanced view that will be useful for understanding our emerging multi-centric world. An underlying purpose of the course is to familiarize you with some of the major economic trends and current issues in various specific countries around the world. Instructor: Staff. 0 units.

676G. Global Markets and Institutions 2. This course studies the role of markets and institutions in shaping national and international commerce. To understand this global marketplace, this course will rely heavily on the framework of macroeconomics, international trade, and international finance. Some institutions analyzed in depth are the WTO and other trade organizations, the IMF, the World Bank, and Central Banks. As much as possible this course will not focus on any one country and will try to present a balanced view that will be useful for understanding our emerging multi-centric world. An underlying purpose of the course is to familiarize you with some of the major economic trends and current issues in various specific countries around the world. Instructor: Staff. 0 units.

677G. Global Markets and Institutions 3. This course studies the role of markets and institutions in shaping...
national and international commerce. To understand this global marketplace, this course will rely heavily on the framework of macroeconomics, international trade, and international finance. Some institutions analyzed in depth are the WTO and other trade organizations, the IMF, the World Bank, and Central Banks. As much as possible this course will not focus on any one country and will try to present a balanced view that will be useful for understanding our emerging multi-centric world. An underlying purpose of the course is to familiarize you with some of the major economic trends and current issues in various specific countries around the world. Instructor: Staff. 0 units.

678G. Global Markets and Institutions 4. This course studies the role of markets and institutions in shaping national and international commerce. To understand this global marketplace, this course will rely heavily on the framework of macroeconomics, international trade, and international finance. Some institutions analyzed in depth are the WTO and other trade organizations, the IMF, the World Bank, and Central Banks. As much as possible this course will not focus on any one country and will try to present a balanced view that will be useful for understanding our emerging multi-centric world. An underlying purpose of the course is to familiarize you with some of the major economic trends and current issues in various specific countries around the world. Instructor: Staff. 3 units.

684G. Culture, Civilizations and Leadership 1. The purpose of this course is to provide a context for understanding critical cultural and historical differences and similarities across civilizations and apply those learnings to better understand current day management challenges unique to running a global firm. In this course students will consider the implications of the origins and evolution of civilization in every country they visit in order to understand the competitive advantages and challenges unique to each country as well as potential synergies across regions. Specific structured activities include interactions and assignments which afford students the opportunity to experience the regions first-hand. Students will engage in dialogue with global business leaders via the global leader keynote series, and engage in an “Experience Day” which will bring the students directly in touch with an array of historic, cultural, and commercial experiences relevant to each country. Instructor: Staff. 0 units.

685G. Culture, Civilizations and Leadership 2. The purpose of this course is to provide a context for understanding critical cultural and historical differences and similarities across civilizations and apply those learnings to better understand current day management challenges unique to running a global firm. In this course students will consider the implications of the origins and evolution of civilization in every country they visit in order to understand the competitive advantages and challenges unique to each country as well as potential synergies across regions. Specific structured activities include interactions and assignments which afford students the opportunity to experience the regions first-hand. Students will engage in dialogue with global business leaders via the global leader keynote series, and engage in an “Experience Day” which will bring the students directly in touch with an array of historic, cultural, and commercial experiences relevant to each country. Instructor: Staff. 0 units.

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Management (MANAGEMT)

730G. Managerial Effectiveness for the Global Executive I: Managing Individual and Teams. Considers fundamental management concepts and the effects of globalization on traditional management practices. Topics: definition of global manager, national culture and work values, effective decision making, motivation, negotiation, teams, networks and business relationships, change management processes in cross-national organization; new ways
of organizing, conducting, and evaluating work in the global firm, and business ethics. Instructor: Staff. 3 units.

731G. Managerial Effectiveness for the Global Executive II: Organizational Design. Considers options for organizing and leading companies in today’s global environment. Topics: design and function of organizational relationships, competitive and cooperative relationships, organizational structure, culture, and learning; corporate innovation, formation of professional communities across firms, work coordination, and managing the distributed enterprise. Instructor: Staff. 3 units.

732G. Management for the Global Executive. Course addresses the human side of management, with special emphasis on what makes a manager effective in a global business environment. It explores issues in management that arise in all business settings and special issues that arise when management has to reach across cultural and national boundaries. The course will focus on three inter-related skill sets that are essential to being an effective manager: 1) making good decisions; 2) skills and knowledge needed to manage people and relationships; and 3) understanding how teams and organizations work, to design and implement effective organizational change. These three skill sets allow one to function well, as one manages the work of others to accomplish organizational goals. Instructor: Staff. 4.5 units.

736G. Leadership for The Global Executive 1. Using a model of leadership developed at Duke University (“The Sitkin-Lind Six Domains Model of Leadership”), the course will examine six core topics representing the model’s six domains of leadership (personal leadership, relational leadership, contextual leadership, inspirational leadership, supportive leadership, and responsible leadership). The course will examine how the various domains relate to each other and how each domain influences followers. It will also examine how the effective application of different configurations of these domains are required by different leadership situations (for example, it will look at “leading up” organizations, leading in leading change, and leading in times of crisis). Related issues in management will also be considered. Instructor: Staff. 0 units.

737G. Leadership for The Global Executive 2. Using a model of leadership developed at Duke University (“The Sitkin-Lind Six Domains Model of Leadership”), the course will examine six core topics representing the model’s six domains of leadership (personal leadership, relational leadership, contextual leadership, inspirational leadership, supportive leadership, and responsible leadership). The course will examine how the various domains relate to each other and how each domain influences followers. It will also examine how the effective application of different configurations of these domains are required by different leadership situations (for example, it will look at “leading up” organizations, leading in leading change, and leading in times of crisis). Related issues in management will also be considered. Instructor: Staff. 3 units.

747G. Leadership. This course addresses leadership as a topic separate from management. Effective leadership involves setting a tone, a focus, and a direction for an organization, its members, and other stakeholders. In contrast, effective management involves executing against the direction and tone set by leadership. To be effective in most business positions, we need a mixture of leadership and management, and the exact mix depends upon the situation, the role and the person. The purpose of this course is to provide not only knowledge about leadership and its effects, but also opportunities for reflection, study, debate, and practice that provide students with a context within which they can learn about leadership—both their own leadership and more general principles of effective leadership. This is a course for students who wish to take the time and exert the effort required to understand, confront and reflect on their own leadership strengths and weaknesses, and begin the process of becoming a more effective leader. Instructor: Staff. 3 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Marketing (MARKETNG)

795G. Marketing in a Global Environment. Provides the strategic concepts and analytic tools required of effective marketing managers in the global environment. Goals: learn to identify customer needs and analyze market, determine which market segments to serve, and develop and manage marketing plans that deliver solutions to these segments. Instructor: Staff. 3 units.

798G. Global Marketing: Strategies and Tactics. Success in the global marketplace requires managing existing businesses profitably in mature developed economies while expanding into high-growth emerging markets. This course will help students formulate global marketing strategies and tactics required for these dual challenges. The course will examine methods to obtain customer insights and competitive intelligence for marketing decisions. These include qualitative frameworks as well as quantitative marketing research methods. The course will teach
students how to use the information from market analysis to develop innovations that create value locally while leveraging the firm’s global strengths. This course will end with a framework for evaluating marketing plans. Instructor: Staff. 4.5 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Operations (OPERATNS)

820G. Global Operations Management. Considers the decision problems that confront operations managers in a global environment. Topics covered include: introduction to operations strategy and global operations, evaluating and managing processes, managing inventories and supply-chains, vendor-managed inventories, supply-chain flexibility, lean manufacturing, service operations management, international services, international sourcing, the role of foreign factories, process development as a competitive weapon, and environmental issues in operations. Instructor: Staff. 3 units.

821G. Operations Management in a Global Environment. Operations management involves planning and controlling the processes used to produce goods and deliver services to customers. In a global environment, product and service supply chains have become more complex and decentralized: firms can utilize resources from different countries, markets are composed of customers with different cultures, supply chains involve many independent organizations in various countries. Managed well, an organization’s operations can be a key source of competitive advantage. Topics that will be covered include: process analysis, mass customization, operations in service organizations, inventory management, postponement and quick response strategies, and management of global supply chains. Instructor: Staff. 4.5 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Strategy (STRATEGY)

835G. Foundations of Strategy. Deals with the work and understanding of strategic management. The course adopts the perspective of the managers within the corporation, business, division, plant, or other operating unit who must mesh their individual actions and responsibilities with the overall objectives of the firm. During the course, we will focus on the perspectives and skills required to diagnose and find realistic solutions for critical problems in complex business situations. Core topics include industry analysis, business analysis, international strategy, strategic planning, and strategy implementation. Instructor: Staff. 3 units.

840G. Dynamic Strategy in Global Environments. Course is designed for globally-oriented senior executives who regularly make strategic decisions that affect the long-term viability of their firms. Successful firms seek competitive advantages based on evolving combinations of cost, differentiation, and innovation that lead to strong performance. We frame strategic management around articulating a clear vision for how your firm will create value for existing and potential customers. We analyze key elements of competitive environments in traditional and emerging markets, and examine ways in which firms can build on their existing technological and organizational skills as well as create new capabilities to take advantage of emerging opportunities. Instructor: Staff. 4.5 units.

898G. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

The Duke MBA—Weekend Executive

Accounting (ACCOUNTG)

501W. Financial Accounting Review. Instructor: Staff. 0 units.

590W. Financial Accounting. Introduces the student to the types of information requirements imposed on the firm by agencies in its environment and develops an understanding of the activities of the firm within the framework of a financial accounting system designed to satisfy these information requirements. Emphasis is given to the study of financial accounting, reporting, and measurement problems from a theoretical and an applied basis, using cases and topical problems in financial accounting as a foundation for the learning experience. Instructor: Staff. 3 units.

591W. Managerial Accounting. Emphasizes the use of accounting information for internal purposes as opposed to the external disclosure focus of the financial accounting course. The design of management accounting systems for planning and controlling operations, and for motivating personnel is covered. The course integrates accounting with
ideas from microeconomics, data analysis, finance, and operations management. Instructor: Staff. 3 units.

597E. Financial Statement Analysis. Provides a broad framework for using financial statement information in a variety of business analysis contexts. Students first develop an understanding of a firm’s competitive strategy through the use of techniques such as ratio analysis and prospective analysis. Topics in the second portion of the course include intangible assets, international accounting, earnings quality, and earnings management. Instructor: Staff. 3 units.

598E. Valuation and Fundamental Analysis. Emphasizes the role of financial statement information in equity valuation, using cases developed from (real) financial statements. The course is intended to provide students with a strong theoretical and applied understanding of the equity valuation and stock selection approaches used by financial managers, investment professionals, securities analysts, and portfolio managers. The approaches covered include relative valuation (price-multiples) and discounted payment models (such as free cash flows and residual income). The course focuses on the implementation of these models using information reported in the financial statements and notes thereon. Prerequisite: ACCOUNTG 590C. Instructor: Staff. 3 units.

898W. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Decision Sciences (DECISION)

502W. Mathematics Review. Instructor: Staff. 0 units.

610W. Probability and Statistics. Examines structures for managerial decision making under conditions of partial information and uncertainty. After developing a foundation in probability theory, the course extends this foundation to a set of methodologies for the analysis of decision problems. Included are topics in probability, statistical inference, and regression analysis. Instructor: Staff. 3 units.

611W. Decision Models. Enhances students’ ability to address complex management problems through the use of formal modeling and quantitative analysis techniques. Special emphasis is placed on decision making under conditions of uncertainty and constrained resources. Analytical techniques include decision analysis, Monte Carlo simulation, and optimization. Instructor: Staff. 3 units.

613E. Strategic Modeling and Business Dynamics. Managers must operate in an environment with many uncertainties, and they are faced with a variety of risky choices involving many conflicting factors. They need to take account of uncertainties and multiple objectives and to select appropriate risk postures. Decision analysis provides a framework for analyzing decision-making problems under uncertainty by breaking them down into more manageable parts. The study of decision analysis involves some formal methods, but perhaps even more important, it suggests a useful way of thinking about and approaching risky decisions. Instructor: Staff. 3 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Economics (MGRECON)

780W. Managerial Economics. This course considers how the actions of business firms, consumers, and the government—operating within a price system in a decentralized market economy—answer such basic resource allocation questions as what will be produced, how it will be produced, who will consume what is produced, and what resources to divert from present consumption to increase future consumption. The impact of various types of market structures (such as perfect competition, monopoly, and oligopoly) on economic efficiency will be discussed. Instructor: Staff. 3 units.

781W. Global Economic Environment of the Firm. Provides a conceptual framework for understanding the macroeconomic forces that shape business decisions. Topics covered include the determinants of long-run growth of developing and advanced economies, the allocation of capital across the globe, causes for speculative attacks on currencies, and an understanding of a country’s international financial policy in dealing with various real and financial crises. Particular attention is paid to understanding a variety of current global issues that are important for firms. Instructor: Staff. 3 units.

782E. Environmental Economics. The course provides students with the economic tools needed to study environmental issues and inform firm decision making in the presence of environmental regulation. It covers the ways in which markets fail to efficiently allocate resources in the presence of externalities along with mechanisms to correct
those failures, including tax-based solutions, such as emissions taxes, solutions based on the creation and design of missing markets, such as tradable emission permits, and solutions based on international cooperation governed by treaties. The course addresses firms’ environmental responsibility, whether it pays to be ‘green,’ and how firms can shape regulation to secure competitive advantage. Instructor: Staff. 3 units.

788E. Competitive Analysis. The course provides insights needed to understand the behavior of firms in imperfectly competitive industries; introduces elements of game theory as a framework for the study of strategic interactions; and analyzes various aspects of the organization of industries. Course includes three basic themes: (1) firms typically operate under imperfect or incomplete information and make decisions under uncertainty; their actions may reveal some of their private information; (2) firms’ decisions usually are of a dynamic nature and involve intertemporal trade-offs; (3) industries are not static, but evolve over time driven by market forces, as well as by the strategic decisions of the firms. Instructor: Staff. 3 units.

898W. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Energy & Environment (ENRGYENV)

625E. Energy, Markets and Innovation. The energy industry is one of the world’s largest and fastest-growing industries. Emerging markets are building out infrastructures to meet rising energy needs, while developed markets are adapting their systems to balance reliability, cost, and environmental considerations. In this course, we will apply economics, finance, and strategy tools to understand energy markets, with a focus on electricity in the United States. Through readings, case studies and simulations, we will consider the dynamics of supply and demand, industry structure, technology, and prices; explore how value is created and how risks are managed. We will also examine the role of public policy and regulation in shaping energy markets. This class is designed to meet the learning needs of students with experience in the energy industry, but also to provide a valuable introduction to energy markets and issues for non-specialists. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

898E. Special Topics. Permits the study of special topics in energy and/or environment on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Entrepreneurship & Innovation (ENTREPRN)

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

Finance (FINANCE)

645W. Global Financial Management. Provides an overview of corporate finance, financial markets, portfolio diversification, and asset pricing in a global setting. Since firms must understand financial instruments and how the market views them before making decisions about which ones to use, fundamental issues and models of risk, expected return, and asset pricing are presented. Learning modules require students to examine value bonds, stocks, derivative contracts, and capital budgeting techniques. Futures and options markets are introduced. Major corporate finance issues of debt and dividend policies are examined. Instructor: Staff. 3 units.

646E. Corporate Finance. Examines the implications of modern financial theory for various decisions faced by corporate financial managers. The concept of NPV, suitably adjusted to account for taxes, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect firm value. Topics include valuation, capital budgeting, capital structure, the cost of capital, Islamic Finance, and payout. Theory, empirical evidence, and case analysis all play significant roles in the course. Case analysis allows students to apply their knowledge of theory and evidence to real-world situations. Instructor: Staff. 3 units.

647E. Investment. The objective of this course is to develop an understanding of the institutional structure and fundamental concepts of asset valuation in financial markets. Some analytical tools will be developed to study the valuation of different types of securities. The course is structured in three parts. The first part deals with the institutional background of security markets. Particular emphasis is placed on fixed income markets. Second, the concepts
of market microstructure are introduced. For example, we examine such questions as: What is liquidity and how is it created? The final part of the course examines the recent advances in asset valuation (asset pricing theory). Instructor: Staff. 3 units.

648E. Derivatives. The purpose of this course is to extend the student's knowledge of security valuation and portfolio management by examining, in depth, the structure, valuation, and uses of derivative contracts. The course develops a general, but rigorous, framework for valuing futures and options contracts and shows the interrelations between these contract markets and the markets of the underlying securities. Specific examples are drawn from derivative contract markets on stocks, stock indexes, debt instruments, and foreign currencies. Instructor: Staff. 3 units.

658E. Corporate Restructuring. This interdisciplinary course examines the finance, economics, law and business strategies that underlie major corporate restructuring transactions. These transactions include: mergers, acquisitions, tender offers, leveraged buyouts, leveraged cashouts, divestitures, spin-offs, equity carve-outs, share repurchases and the creation of tracking stock. Students will be expected to do fundamental analysis of relatively complicated corporate transactions involving aspects of financial economics, corporate strategy and corporate law. Instructor: Staff. 3 units.

660E. Venture Capital and Private Equity. Focus on how financial, legal, and economic issues are dealt with in the financial contracts between venture capitalists and their limited partners and between venture capitalists (or other private equity investors) and the firms in which they invest. Emphasis on the perspective of the venture capitalist rather than that of the entrepreneur or manager. Examines not only how venture capitalists provide capital to start-up firms in growing industries, but also how private equity markets provide capital to help established medium-sized firms (often family businesses) grow and restructure. Instructor: Staff. 3 units.

662E. Real Estate Entrepreneurship. Focus on the real estate entrepreneur who desires to take advantage of inherent inefficiencies in his or her local real estate market for profit opportunities. Course provides the student with the analytical tools needed to evaluate real estate projects effectively; cases and outside speakers provide numerous examples. Topics include the operational framework, market environment, real estate investment analysis, legal environment, and tax environment. Review of various types of real estate residential, office, retail, and land from an investment and development standpoint. Course is crosslisted with Law 378. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Global Academic Travel Experience (GATE)

580W. Global Academic Travel Experience. Combines classroom study of one or more foreign countries with a visit and observation of the region studied. Participants work with a faculty member at Fuqua to learn about the business and organizational systems of one or more countries. They prepare intensively to engage in meaningful discussion with overseas managers and leaders. While overseas the study tour group visits corporations, nonprofit organizations, U.S. or host government agencies, and educational institutions, as well as cultural and historical sites. Upon return to the U.S., students are responsible for completing a written project. Instructor: Staff. 3 units.

Health Sector Management (HLTHMGMT)

705C. Fundamentals of Health Sector Management 1. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

706C. Fundamentals of Health Sector Management 2. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.
707C. Fundamentals of Health Sector Management 3. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

708C. Fundamentals of Health Sector Management 4. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 0 units.

709C. Fundamentals of Health Sector Management 5. This course provides an overview of the global health sector to help create a context for other health sector management courses and to form the foundation for overall discussions of health management. It will address current business and policy challenges in health sector management. The course addresses key challenges in the value chain by which people and organizations around the world create, deliver, and consume healthcare goods and services. Instructor: Staff. 3 units.

711E. Health Care Markets. We will apply tools from business and the social sciences, especially economics and strategy, to challenges faced by managers, patients, and policy makers in the health sector. We will aim for broad coverage of health care, including patients, providers and manufacturers. We will pay particular attention to payers. Payers are of interest throughout the health sector, because most providers and manufacturers want to be paid, and because third party payment influences consumer/patient decisions. This course is intended to prepare people for other Health Sector Management electives. Instructor: Staff. 3 units.

714E. Health Care Provider Strategy. This course provides students with the tools to understand, formulate and innovate strategy in today’s global provider space. Cases span the US, Canada, India, and South Africa, and introduce the Blue Ocean strategy innovation approach. This course may be taken as a first or second year elective and is taught by a former physician and management consultant. Instructor: Staff. 3 units.

718E. Life Science Product Strategy. We will examine product strategy in the biotech, device, and pharmaceutical industries. We will consider the perspectives of entrepreneurial start-ups, large incumbents, and companies in between. Life science product companies face new challenges and opportunities given rapid growth in emerging markets but increasing regulatory oversight and reimbursement challenges in developed markets. To succeed, industry professionals need a deep understanding of corporate strategy, financing options, product development and innovation management, regulatory and reimbursement trends, and customer needs. Instructor: Staff. 3 units.

897E. Health Sector Management Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 3 units.

898W. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Interdisciplinary (FUQINTRD)

565W. Integrative Leadership Experience 1. The primary objective of this course is to provide experiential and classroom-based personal development opportunities in teamwork, leadership, and social responsibility. Instructor: Staff. 1.5 units.

566W. Integrative Leadership Experience 2. The primary objective of this course is to provide experiential and classroom-based personal development opportunities in teamwork, leadership, and social responsibility. Instructor: Staff. 1.5 units.

683W. Global Markets and Institutions. This course considers basic ideas in macroeconomics and links them to institutional arrangements that have evolved to address such issues as commerce involving goods, services and financial flows. It addresses how the same problem in trade and commerce is dealt with differently around the world. The objectives of the course are (1) to increase your understanding of macroeconomics so that you have the tools to analyze the structure and performance of specific national economies and global relationships and to analyze governmental policies that are intended to affect economic performance and (2) to increase your understanding of the role of formal and informal institutions in facilitating business transactions. Instructor: Staff. 3 units.
693E. Irrational Choices, Unconscious Decisions & Market Failure. This course focuses on problems of market failures due to consumer irrationality, such as when consumers cannot comprehend information relevant to their potential purchases. The emphasis in this course will be on exploring what the proper response to consumer related market failure should be—from businesses and governments. Topics include ethical duties of various players and the role of regulation. The health sector is an important application area for this course. 3 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Management (MANAGEMENT)

730W. Leadership, Ethics, and Organizations. The reality of business life is that no person is an island—smart quantitative analysis without the support of employees, colleagues, or supervisors goes nowhere. To succeed in your career and to improve the performance of your company requires working with others effectively. The goal of LEO, therefore, is to prepare you to be an effective leader and manager of others regardless of your career path and to be a good analyst of how best to organize people. The course will accomplish these goals by focusing on three general factors that contribute to the performance of organizations—strong systems, solid leadership skills, and the ability to meet current challenges. First, what principles can you draw on to analyze and improve performance in organizations? Effective leaders understand the importance of systems for coordinating and motivating people, and organizing and distributing work. We will examine basic principles for designing effective systems. Second, do you have personal skills needed to be an effective leader? We will give you the chance to reflect on—and practice—your skills at leading others, building trust, making effective decisions, and negotiating successful outcomes. Finally, can you lead others in meeting the challenges of the global economy? We will focus on critical challenges such as developing a system for ethical decision making, harnessing the power of diversity, and staying competitive by organizing for innovation. Instructor: Staff. 3 units.

731W. Organizational Design. Focuses on the choices and trade-offs involved in the structuring and management of organizations for global competition in a rapidly changing environment. Special emphasis is given to the actions and choices available to managers in continuously realigning the strategies of the firm and in redesigning the organization in fast moving global turbulent environments. As a means of relating theoretical concepts and empirical research to actual managerial problems, strategic change, and organization design, the course will integrate conceptual and managerial readings with case analyses and group presentations. Instructor: Staff. 3 units.

738E. Managing Innovation in a Global Organization. Instructor: Staff. 3 units.

740W. Legal Leverage. This course bridges the language gap between law and business by offering a relevant framework for executives to evaluate the legal consequences of their day-to-day business decision making. Legal principles that define the business landscape are introduced and evaluated as strategic planning tools to allow both entrepreneur and multinational executives the opportunity to effectively manage the delicate balance between minimizing risk and maximizing opportunity. Awareness of when and how legal issues arise allows executives to generate a range of business response options, thereby managing "at-risk" behaviors effectively and leveraging the avoided costs into net value. Instructor: Staff. 3 units.

744E. Managerial Decision Making. Explores what constitutes high-quality managerial decision making, how managers tend to predictably fall short of these standards, and how managerial decision making can be improved. In the process, students diagnose specific biases in their own decision-making process so that they can improve both personal and professional decisions. Considerable emphasis is placed on the psychological approaches to understanding decision making and the role of uncertainty in judgment and choice. Course format includes lectures, case discussions, electronic bulletin board postings and computerized decision-making exercises, and individual and group simulations. Instructor: Staff. 3 units.

745E. Negotiation. Explores the processes of bargaining and negotiation; the dynamics of interpersonal and intergroup conflict; and understanding of theory and research related to the processes of influence, negotiation, and conflict management. Skills will be developed through extensive case analysis, role playing, and simulation. Instructor: Staff. 3 units.

747E. Leadership. This course addresses leadership as a topic separate from management. Effective leadership involves setting a tone, a focus, and a direction for an organization, its members, and other stakeholders. In contrast, effective management involves executing against the direction and tone set by leadership. To be effective in most business positions, we need a mixture of leadership and management, and the exact mix depends upon the situation, the role and the person. The purpose of this course is to provide not only knowledge about leadership and its effects, but also opportunities for reflection, study, debate, and practice that provide students with a context within which
they can learn about leadership—both their own leadership and more general principles of effective leadership. This is a course for students who wish to take the time and exert the effort required to understand, confront and reflect on their own leadership strengths and weaknesses, and begin the process of becoming a more effective leader. Instructor: Staff. 3 units.

749W. Ethics in Management. The purpose of this course is to help students understand the ethical problems that confront managers and to approach their role as managers with a sense of purpose and vision. The course does not presume to teach morality; it does not have the goal of teaching right and wrong. We will explore students’ own ethical orientations, the values of practicing managers, and alternative approaches to ethical problems. Instructor: Staff. 3 units.

752W. Managing Technology and Innovation. Is intended to prepare the student for management in a technology-based or technology-intensive company. This course focuses on three types of technology management: managing technology, innovation, and R&D within the corporation; new business based on new technology and innovation; and bringing new technology and innovation into the corporation and utilizing it properly. This course will use a combination of readings, lecture/discussions, cases, and guest lectures by managers. Instructor: Staff. 3 units.

758W. Business Planning for New Ventures. This course provides a different look at entrepreneurship by focusing on how to obtain, evaluate, and manage venture capital for start-up companies. Students learn how to maximize the value of assets, obtain greater levels of funding, and how to position for an IPO. The course combines financial, marketing, technology, and operational aspects of choosing, managing, and evaluating venture capital firms. Instructor: Staff. 3 units.

898W. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Management Communications (MGMTCOM)

899W. Independent Study. Allows the student an opportunity to engage in a study of special topics on an individual basis under the supervision of a faculty member. Prerequisite: second-year standing in the MBA program and consent of the associate dean and instructor. Instructor: Staff. Variable credit.

Marketing (MARKETNG)

795W. Marketing Management. Provides an overview of the role of marketing in organizations by acquainting students with the fundamental issues and decisions involved in planning and managing marketing activities in order to create value for customers. Attention is given to topics such as product policy, pricing, advertising and communications, marketing research, and channels of distribution. Major emphasis is placed on developing an understanding of the underlying forces that influence marketing decisions, including customer behavior, competitive marketing activity, and organizational considerations. Instructor: Staff. 3 units.

796E. Market Intelligence. This is a course about making decisions with marketing data. Participants will learn about the sorts of marketing decision problems in which research information might prove useful, problems of selection of target market, new product or service introduction, customer retention, pricing, etc. Students will learn how to specify the decision to be made and the information required to make the decision. They will learn how to acquire secondary and primary market research data and judge its quality and appropriateness to the decision problem at hand. They will learn how to analyze and interpret the resultant data to make the decision. Instructor: Staff. 3 units.

797W. Consumer Behavior. The number one survival threat to organizations is losing touch with their customers. Successful marketing strategies require a clear understanding of the thought processes, desires, and emotions that drive consumer behavior. This survey course is designed to provide students with a psychological framework for understanding—and specific techniques for influencing—customer choice. We will cover basic topics form the psychology literature such as subliminal perception, learning and memory, motivation, persuasion, and group influence. The goal of the course is to provide you with a sophisticated understanding of consumer behavior, and a specific set of tools you can use to predict and influence consumer choice. Instructor: Staff. 3 units.

799E. Product Management. Develops an understanding of the roles, activities, and responsibilities of the modern product manager-the person on the front lines of the implementation of branding strategy. Analytical skills are used in making product management decisions and written skills to communicate them. Emphasis on package goods brand management. Course consists of case discussions, lectures, presentations, and guest speakers. Representative topics include: organizing the product management team; brand franchise building activities; analyzing scanner data; and managing the mature brand. Course culminates with the “Mock Brand Review” in which student teams
conducted brand reviews using actual brands. Instructor: Staff. 3 units.

802E. Marketing of Innovations. This course focuses on developing marketing strategies in technology-intensive environments. Some of the topics that we will cover in this course are electronic-commerce, diffusion and adoption of technology, forecasting sales of high technology products, and user-needs analysis for technology products. The basic structure of the course will involve case discussions and lectures. Instructor: Staff. 3 units.

803W. Customer Relationship Management. The managing of customer relationships has emerged as a top priority for most firms. Examination of the theories, tools, and techniques that enable firms to obtain the durable competitive advantage that comes from having a meaningful relationship with individual customers. Students learn how to identify customers, differentiate customers based on their needs and their importance to the organization, interact with individual customers, and customize offerings to meet their particular needs. Includes database tools necessary to implement these processes. Instructor: Staff. 3 units.

807E. Marketing Strategy. Considers in greater depth the process of strategic thinking in marketing. Focus on the strategic-level management of the firm’s three customer-related tasks (customer identification and understanding, customer value creation, and customer value delivery) through firm culture, capabilities, and the configuration of firm structure and assets. The purpose is the development of market-based knowledge and skills in order to facilitate marketing strategy design, implementation, and evaluation. Instructor: Staff. 3 units.

807W. Marketing Strategy. Considers in greater depth the process of strategic thinking in marketing. Offers an opportunity to sharpen and extend skills in analyzing customers and competitors as well as to synthesize understanding of the managerial, organizational, and environmental implications of marketing activity. Instructor: Staff. 3 units.

808E. Strategy and Tactics of Pricing. Profitable pricing is the harvest of a firm’s efforts to create value for its customers. Consequently, setting prices is a critical managerial decision. The course covers fundamental analytic tools, theories, and conceptual tools for formulating pricing strategy. It also covers pricing tactics, and some new economy pricing models. Topics include Customer Demand, Customer Sensitivity to Price, Psychology and Sociology of Pricing, Understanding Competitive Advantages and Competitive Reaction, Segmented Pricing, Bundling, Price Promotions, Advance Selling, Auctions, Price Making Process. The course will be taught using a variety of methods, including lectures, case discussions, and problem sets. Instructor: Staff. 3 units.

896W. Practicum. Topics vary every semester. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Operations (OPERATNS)

820W. Operations Management. Covers issues in the design, planning and control of the processes by which goods are manufactured and services are delivered. Specific topics include analysis of production processes, the impact of variability on process performance, inventory management, lean productions, total quality management, process improvement, comparison of manufacturing and service process management, and the strategic role of operations in the firm. Instructor: Staff. 3 units.

824E. Services Operations Management. Explores the role of operations in service organizations by examining in depth the nature, design, and delivery of services. The course addresses both strategic and operational issues, with an emphasis on the latter. It focuses on the unique role of the customer in a service process, and the strategic importance of managing this role. The course also examines service delivery issues including service capacity management, yield management and performance measures. These concepts and tools are applied to a broad range of service operations, including transportation companies, financial services, restaurants, and health-care services. Instructor: Staff. 3 units.

828E. Supply Chain Management. This course is designed to provide an understanding of the functional and strategic role of distribution both in manufacturing and service industries. Distribution strategies are evaluated in terms of costs, service to customers, and competitive impact. The costs and benefits of cooperation and coordination between different firms in a supply chain are investigated. The impacts of several recent innovations in this field are examined, such as vendor-managed inventories, cross docking, and quick response/accurate response. Instructor: Staff. 3 units.
896W. Practicum. Topics vary every semester. Instructor: Staff. 3 units.

898E. Special Topics. Permits the study of special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. 3 units.

Strategy (STRATEGY)

835W. Foundations of Strategy. Takes on the general manager’s challenge to make sound strategic decisions under difficult conditions. Students are guided toward their own individual approaches to solving current business problems under uncertain, ambiguous, and dynamic conditions. Case analyses and guest speakers help put theory into practice, and to test out solutions. Students evaluate markets and strategies, functional area integration, leadership, and implementation. Some current topics: local rivalry, alliance management, capabilities, venturing, technology and market evolution, and real options. Instructor: Staff. 3 units.

838E. Entrepreneurial Strategy For Innovation-Based Ventures. This course provides prospective entrepreneurs with information and tools for evaluating opportunities for starting a new firm: how to choose markets for entry, when to enter, and what resources and capabilities it will take to enter and provide a platform for future growth. The course will focus on venture formation in innovation-intensive industries such as computers, software, pharmaceuticals, biotechnology, and communications equipment. The course is designed for students who hope to pursue start-up opportunities at some point in their career or pursue careers where evaluating start-ups would be helpful (e.g., venture capital, mergers and acquisitions). While this course can be taken alone, it is designed to be taken along with the more practice-oriented course, Entrepreneurial Execution. Instructor: Staff. 3 units.

840E. Business Strategy by Firms Based in Emerging Market Economies. Focuses on strategies firms in emerging markets are adopting to compete at home and abroad. Emerging market economies have a growing commercial infrastructure of legal institutions, capital and labor markets, external supply chains, and physical infrastructure. These economies—the BRICS countries of Brazil, Russia, India, China, and South Africa as well as rapidly growing countries throughout Africa, Latin America, Asia, and the Middle East—are now among the most dynamic economies in the world. Strategies in these economies reflect traditional business strategy, but also incorporate important elements from the distinct conditions of the emerging markets in general and of their home countries in particular. Instructor: Staff. 3 units.

841E. Strategy Implementation. Focuses on strategy implementation. The course teaches how organizational realities shape the constraints and opportunities for creative strategizing. In doing so, the classes address the relationship between strategic choices, the competitive environment, formal structure, and the informal organization. Class topics include sources of strategy, strategic planning, business processes, relationships, formal and informal organization, knowledge, overcoming inertia, managing acquisitions, and global organization. Instructor: Staff. 3 units.

844E. Technology Strategy. In R&D intensive industries like computers, semiconductors, software, biotech and pharmaceuticals, competitive advantage relies critically upon a firm’s management of its R&D and the innovations that it produces. This course will consider how firms should manage their R&D and especially the innovations that R&D produces. We will consider technology strategy from the vantage point of different types of firms, from startups to large incumbents, operating in different market environments. After discussing how firms should approach the challenge of identifying promising technological opportunities, we will consider how firms should value innovations. We will then consider how they should protect their innovations using patents, lead-time advantages, complementary marketing and manufacturing capabilities and secrecy. We will consider firms’ strategies for commercializing their innovations and also how firms should approach the management of the R&D process itself. Instructor: Staff. 3 units.

846E. Entrepreneurship and New Venture Management. This is a course about how to start and grow a business. The first part of the course will concentrate on opportunity evaluation and business plan development. The second part of the course will explore the strategic challenges of managing growth. Focusing on "adolescent" firms—firms that have moved beyond the initial start-up stage but that have yet to evolve into mature businesses—the class will investigate growth-related stumbling blocks and discuss alternative strategies that may be used to overcome these obstacles. Instructor: Staff. 3 units.

897E. Concentration Project. An applied study of a business problem or a theoretical research effort. A written presentation of the objectives, intellectual resources, and methodology is required. A written report at the conclusion of the project is also required. The graded project is an individual effort as opposed to a team-based effort and is undertaken with the guidance of the instructor. Instructor: Staff. 6 units.
Master of Management Studies: Foundations of Business

Accounting (ACCOUNTG)

510F. Introduction to Financial Accounting. This course provides you with a basic understanding of the construction and interpretation of corporate financial reports which are used by external parties (including investors, creditors, and regulators). Our goal is to help you become informed user of financial statement information. Fulfillment of these objectives involves acquiring several skills: (i) gaining familiarity with business transactions; (ii) understanding how those transactions map into accounting numbers; (iii) developing fluency in accounting terminology; and (iv) appreciating the complexity of accounting due to the (considerable) discretion and judgment involved in implementing accounting rules. The course emphasizes the use of real financial statements, so that you become accustomed to the many variations that these reports take. Instructor: Staff. 3 units.

511F. Principles of Cost and Managerial Accounting. Managerial accounting is concerned with the internal use of accounting information by managers to plan, control, and evaluate operations and personnel of the firm. The course covers two broad topics: (i) cost management systems and their use in decision making (these systems provide information about the costs of the goods and services sold by the firm, and decisions based on them include break-even analyses, pricing, and make/buy decisions); and (ii) management control systems and their use (control systems help the firm plan, execute, measure, and evaluate its operations). Topics covered include cost structures, costing systems, budgeting, variance analysis, performance measurement and evaluation, and transfer pricing. Instructor: Staff. 3 units.

512F. Fundamentals of Financial Analysis. This course focuses on financial analysis of a firm and on valuation of its shares. The course provides a framework to analyze and interpret financial statements, exposes students to the publicly available sources of financial information used in capital markets, and develops important Excel modeling skills pertaining to financial planning, analysis, and valuation. The course builds on prior coursework (in financial accounting, strategy, managerial accounting, investments, and corporate finance) by having students: (i) evaluate the financial implications of a firm’s articulated strategy; (ii) use that information to project the firm’s financial statements several years into the future; and then (iii) apply various valuation techniques (such as free cash flow valuation and multiples approaches) to determine forecasted (target) prices of the firm’s shares. Instructor: Staff. 3 units.

Decision Sciences (DECISION)

502F. Business Math Review. This course provides a review of important mathematical concepts involved in formulating and analyzing business problems. Topics are taught from an applications perspective, specifically applied to business problems. Each class session is organized to provide a brief overview of the session topic followed by the opportunity for students to solve a series of problems focused on business applications of the topic. Specific math topics included are using math to represent business problems, linear equations, quadratic equations, linear inequalities, functions, derivatives and their applications, the time value of money, and discounting. Instructor: Staff. 0 units.

516F. Quantitative Business Analysis. Introduces a framework for thinking about business problems involving decisions under uncertainty and, building on this framework, develops tools for interpreting data. The course covers foundation in probability theory, statistical inference and regression analysis. Instructor: Staff. 3 units.

517F. Spreadsheet Modeling and Decision Analysis. Successful management requires the ability to make good decisions by responding to challenges and taking advantage of opportunities in complex situations. However, many decision problems—particularly those involving many uncertainties and many variables—are difficult to grasp intuitively, and their stakes may be too high for trial and error. In such cases, spreadsheet models may be useful for exploring, evaluating, and improving the alternatives in a systematic fashion. This course provides an introduction to the “art” as well as the “science” of decision modeling with Microsoft Excel. The ideas and skills learned in this course are applicable in most areas of business. Instructor: Staff. 3 units.
Economics (MGRECON)

547F. Fundamentals of Business Economics. This course covers the fundamental ideas and tools of microeconomics. The course begins with: (i) supply and demand analysis, the basic tool for analyzing and understanding competition and the market determination of prices and quantities; (ii) consumer choices and market demand; and (iii) production and cost theory. The tools for market structure analysis are then developed and applied to monopoly and oligopoly markets as well as to price discrimination. Game theory tools are developed and applied to analyze strategic interactions. Instructor: Staff. 3 units.

Finance (FINANCE)

524F. Foundations of Capital Markets. This course provides a rigorous treatment of the fundamental principles of asset valuation, investments, and investment management. Topics include time value of money and discounting, diversification and risk, arbitrage and hedging, asset allocation, asset pricing models (including the capital asset pricing model (CAPM), factor models, and consumption based asset pricing), active portfolio management, performance evaluation, and the interaction between capital markets and the macro economy. Instructor: Staff. 3 units.

525F. Foundations of Corporate Finance. This course examines important issues in corporate finance from the perspective of financial managers who are responsible for making investment and financing decisions. The concept of net present value, suitably adapted to account for taxes, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect the value of the firm. A key component of the course is the coverage of capital budgeting, first without and then with uncertainty. Throughout, emphasis is placed on the interaction between (corporate and personal) taxes and the cost of capital. The course also includes a treatment of dividend policy and capital market efficiency, as they relate to the value-maximization objective of the firm. Instructor: Staff. 3 units.

Global Academic Travel Experience (GATE)

580F. Global Academic Travel Experience. The China Travel Experience is an elective global opportunity focused on leveraging Duke's connections in China. Participants will spend ten days traveling in and around Shanghai and Beijing, learning about and being immersed in business practices and the culture of the region. Activities include historical site seeing and tours, corporate visits, introduction to local cuisine, and a visit to Duke's campus in Kunshan. 0 units.

Management (MANAGEMT)

544F. Foundations of Management and Organizations. The goal of this course prepares you to be an effective leader and manager of others whatever your level in the organization. We will examine practices that make teams more efficient and adaptable and that help harness diversity and enhance innovation. We will also study the theory and practice of negotiation. We will study how you can improve your personal contribution to your team and your firm and how you can lead others to respect your views and listen to you. Much of the content of the course will be put to use in learning teams used throughout the program. Instructor: Staff. 3 units.

Management Communications (MGMTCOM)

504F. Culture and Language Immersion. Course offered to International Students who will be attending Fuqua for the first time. The course is listed as zero credits. Instructor: Staff. 0 units.

505F. Business Communication 1. Business Communication 1 introduces students to the foundations of effective management communication. It focuses on helping them communicate clearly, strategically, persuasively and collaboratively in professional business settings. Students learn about and practice a variety of crucial communication skills. This course gives students opportunities to focus on individual goals for skill development. Topics include strategic management communication; giving and receiving feedback; researching companies; uses of influence and advocacy; presentation skills; and career management skills. Instructor: Staff. 2 units.

506F. Business Communication 2. Building on the skill development and concepts from Business Communication 1, Business Communication 2 continues to focus on helping students learn to communicate clearly, strategically, persuasively, and collaboratively in professional business settings. This course gives students multiple opportunities to hone skills in team presentations where analysis and recommendations must withstand the challenges of audience members. Topics include presenting recommendations persuasively; presenting with one voice; using narrative struc-
tutes to enhance coherence; asking and answering questions; team dynamics; and interpersonal communication. Instructor: Staff. 2 units.

Marketing (MARKETING)

550F. Introduction to Marketing Analysis. Modern marketing philosophy holds that only those firms that provide high customer value can succeed in the long run. Creating this value requires that managers must effectively: (i) assess marketing opportunities by analyzing customers, competitors, and their own company ("the 3 Cs"), and (ii) design effective marketing programs via selecting appropriate strategies for pricing, promotion, place, and product ("the 4 Ps"). Accordingly, this course will introduce students to the principles, processes and tools necessary to analyze markets and design optimal marketing programs. Instructor: Staff. 3 units.

551F. Fundamentals of Market Intelligence. This course is about gathering, analyzing, and interpreting data about markets and customers. In this course, students will learn: (i) to define decision problems and determine what information is needed (e.g., engage in backward marketing research by envisioning decisions that will be taken based on the research); (ii) to acquire trustworthy and relevant data and judge its quality (e.g., to utilize secondary research such as internal customer databases or knowledge management systems); and (iii) to analyze data relevant to classic marketing decisions (e.g., understanding state-of-the-art data analysis techniques). The context for learning these analysis skills will be common marketing decision problems, including target market selection, new product or service introduction, customer retention, and pricing. Instructor: Staff. 3 units.

Operations (OPERATNS)

554F. Introduction to Operations and Supply Chain Management. A supply chain comprises all the processes and activities involved with product delivery, from the extraction of raw materials, through transportation and processing, to the delivery of finished products to the customer. These activities typically involve numerous geographic locations and firms with different objectives. The crucial decisions include infrastructure investments, the quantities to produce and ship, the timing of shipments, where to hold inventories, and which firms should be responsible for which activities. The management of supply chains is difficult and complicated, but essential in the modern economy. This course will cover the basic facts and principles of the subject. Instructor: Staff. 3 units.

Strategy (STRATEGY)

557F. Principles of Strategy. How to identify business opportunities in dynamic competitive environments and develop skills necessary to be an effective strategy analyst as part of any business position. Tackles the complexity of analyzing competition in this era of globalization and changing firm boundaries, as well as assesses strategy under increasing uncertainty. Develops strategic thinking by learning the concepts, models, and tools of strategic analysis and by applying them to competitive situations. Develops the capability to assess a firm's strategic position with respect to rivals, the larger industry, and customers given the firm's internal resources and capabilities. Instructor: Staff. 3 units.

PhD Program

Business Administration (BA)

901. Game Theory. Basic topics in noncooperative game theory: representations of games in normal and extensive form and solution concepts, including Nash equilibrium, subgame perfect Nash equilibrium, perfect Bayesian equilibrium, sequential equilibrium, perfect equilibrium, proper equilibrium, correlated equilibrium, iterated dominance, and rationalizability. Discussion of the relation between the normal and extensive form and the relations among the various solution concepts. Application of interest to the students covered as time permits. Instructor: Marx. 3 units.

910. Bayesian Inference and Decision. Methods of Bayesian inference and statistical decision theory, with emphasis on the general approach of modeling inferential and decision-making problems as well as the development of specific procedures for certain classes of problems. Topics include subjective probability, Bayesian inference and prediction, natural-conjugate families of distributions, Bayesian analysis for various processes, Bayesian estimation and hypothesis testing, comparisons with classical methods, decision-making criteria, utility theory, value of information, and sequential decision making. Instructor: Winkler. 3 units. C-L: Statistical Science 502

911. Convex Optimization. Formulation and structure of convex optimization problems with an emphasis on duality. Extensive treatment of linear optimization. Network flows, discrete optimization, and conic (quadratic and
912. Dynamic Programming and Optimal Control. Basic models and solution techniques for sequential decision making under uncertainty. Discrete and continuous time models with finite and infinite planning horizon. Applications drawn from economics, finance, operations management and engineering. Instructor: Brown. 3 units.

913. Choice Theory. This seminar deals with the foundations and applications of the theory of rational choice, including Bayesian decision theory (subjective expected utility) as well as nonexpected utility theory, noncooperative game theory, and arbitrage theory. It will survey the classic literature in the field and discuss the interconnections among its branches; dissect a variety of paradoxes, puzzles, and pathologies; and discuss recent advances and controversies. The goal of this seminar is to equip students with an understanding of both the power and the limits of rational choice theory, so that they can construct as well as critically analyze rational choice applications in a wide variety of social science contexts. It will also suggest some new directions for choice-theoretic research that involve a synthesis of ideas from competing paradigms. Instructor: Nau. 3 units. C-L: Statistical Science 503

915. Stochastic Models. This course is an introduction to the theory of stochastic processes. The course begins with a review of probability theory and then covers Poisson processes, discrete-time Markov chains, martingales, continuous-time Markov chains, and renewal processes. The course also focuses on applications in operations research, finance, and engineering. No prior knowledge of measure theory is required. However, the focus of the course is on the mathematics and proofs are emphasized. Prerequisites: at least a one-semester calculus-based course in probability (MATH340/STAT230 or equivalent). A background in real analysis is helpful. Instructor: Arlotto. 3 units. C-L: Mathematics 742, Statistical Science 715

921. Organization Seminar: A Micro Focus. Individual and small-group behavior in organizations. Theories of motivation, decision making, interpersonal behavior, group processes, and leadership. A variety of research approaches and methods includes presentation of behavioral research by members of The Fuqua School of Business and other researchers. Instructor: Staff. 3 units.

922. Organization Seminar: A Macro Focus. The organization and the subunits which make up the organization. Topics include: contingency theory, institutional theory, and population ecology. Theories of organization, structure, decentralization, divisionalization, functional area integration, task design, incentives and rewards, information systems, and decision rules are developed with an orientation toward their choice and design for high performance. Includes presentation of research by members of The Fuqua School of Business and other researchers. Instructor: Staff. 3 units.

925. Behavioral Decision Theory. Examines the development of research in individual and group decision behavior. Major emphasis is given to theoretical developments and empirical research, with a range of articles assigned for each topic. The basic topic areas include: (1) decision problem structuring, (2) thinking about uncertainties, (3) risk taking, (4) dealing with conflicting values, and (5) combining individual judgments into a group decision. Instructor: Payne. 3 units. C-L: Psychology 716

931. Accounting Seminar: Empirical. This course focuses on empirical-archival research in accounting, emphasizing the framing of research questions, research design choices and research methods. Examples of topics covered include: the valuation relevance and stewardship roles of accounting information; valuation models; voluntary disclosure and accounting choice; earnings management; tax considerations; effects of accounting standards. Prerequisites: PhD. level courses in microeconomics and finance recommended; basic mathematics background in calculus, statistics and algebra; knowledge of financial accounting (US GAAP or IFRS). Instructor: Schipper. 3 units.

932. Accounting Seminar: Analytical. This course focuses on the economic models underlying information economics-based theories of the usefulness of accounting information. It will discuss a variety of models addressing the role of information in financial markets, in contracting settings, as well as their applications for accounting issues. Prerequisites: PhD level courses in microeconomics, econometrics and finance, MBA level financial accounting course, and BA 931 is required; or approval by instructor on a case-by-case basis. Strong mathematics background in calculus, statistics and algebra. Instructor: Chen. 3 units.

933. Advanced Topics in Accounting. Introduces Accounting Ph.D. students to topics at the forefront of the academic accounting literature. Topics include current advances and trends in both subject matter and methodological issues. The course is designed to prepare students to contribute to the academic accounting profession. Prerequisites: PhD. level course in microeconomics and econometrics recommended; basic mathematics background in calculus, statistics and algebra. Instructor: Maye. 3 units.

951. Introduction to Finance. This course introduces students to a wide range of research topics in empirical corporate finance. Topics covered are related to capital structure, compensation, corporate tax effects, entrepreneurship, financial intermediation, governance, mergers and acquisitions, payout, and venture capital (though, not
every topic is covered every year). The course is intended for Ph.D. students. Masters or other students must have 1) already taken Finance I and received an "A", and 2) request instructor permission to take this course. Instructor: Staff. 3 units.

952. Finance II. This course is intended to introduce students to research topics in empirical corporate finance. The course is roughly divided into two parts. In the first part, we spend considerable amount of time on canonical early papers in corporate finance, most of which deal with the role of various capital market imperfections, such as taxes, moral hazard, or asymmetric information, in the determination of optimal capital structure. We also examine the empirical literature these early papers have spawned. In the second half of the course, we examine a range of current topics in empirical corporate finance and explore the tools used to address these questions. Instructor: Staff. 3 units.

953. Corporate Finance Theory - Finance III. This course looks at the foundations of the theory in corporate finance. Topics covered include adverse selection, contracting and agency problems, capital structure, initial public offerings, collateral and corporate finance, bubbles and corporate financing decisions, banking and bank runs, and coordination failures. Applications in corporate finance include optimal capital structure, voting, debt regeneration, investment decisions and market valuation, executive compensation, bank runs, initial public offerings, and secondary public offerings, collateralization and securitization. Instructor: Staff. 3 units.

954. Asset Pricing - Finance IV. This course covers central issues in the field of Asset Pricing. Topics covered in the course include (i) state price representation of dynamic asset pricing models (ii) present value and its implications for financial markets (iii) estimation issues in asset pricing (iv) dynamic consumption based models (v) dynamic household portfolio choice (vi) term structure models (vii) option markets (viii) production and asset prices, and (ix) recent developments in asset pricing. The course covers many of the recent ideas/articles in asset pricing. Prerequisite: None. Instructor: Staff. 3 units.

961. Seminar in Quantitative Research in Marketing. Research in marketing endeavors to explain consumer and firm behaviors and use these to abet managerial decision making. This course surveys quantitative research in marketing, with a focus on statistical and game-theoretic models. The goal of the course is to a) raise students' awareness of this literature and b) stimulate new research interests. By the end of the course, students should be familiar with the key issues and approaches in quantitative marketing, the strengths of these research streams, and the opportunities to extend them. Instructor: Staff. 3 units.

962. Seminar in Consumer Behavior. Examines the development of research in consumer behavior. Major emphasis is given to theoretical developments and empirical research, with a range of articles assigned for each topic. Topics include motivation and personality, perceptual processes, information search, choice processes, attitudes and persuasion, learning, and influence in consumer choice. Instructor: Staff. 3 units. C-L: Psychology 715

963. Marketing Models Seminar. The primary goals of this seminar are: (a) to review critically the most current research in marketing and (b) to gain a better understanding of and ability to build one's own model. After taking this course, students should be able to understand the assumptions and mathematical development of the current quantitative work in marketing and to use this understanding to develop meaningful extensions. Instructor: Staff. 3 units.

964. Experimental Design and Analysis Seminar. Examines issues in the design and analysis of experiments. Emphasis on analysis of variance (ANOVA), starting with the basic ANOVA model and examining multiple factor designs, blocking designs, nested models, within subject designs, repeated measure designs, and analysis of covariance. Instructor: Edell. 3 units.

965. Automaticity. In this class, we explore the explosion of research in automaticity and nonconscious processes over the past 35 years, which was facilitated by the development of new cognitive and social-cognitive methodologies. During that time, automaticity has been applied to classical social psychological phenomena, including judgments, attitudes, emotion, motivation, and behavior. We will review some representative examples of the wide range of theoretical and empirical work on automaticity. Our analysis will be closely linked with issues such as unconscious vs. conscious processing, attention, control, intentionality, and free will. Instructor: Chartrand. 3 units. C-L: Psychology 772

966. Social Cognition. This course is intended to provide an introduction to research in social cognition. Social cognition is the study of the cognitive underpinnings of social behavior. The focus is on better understanding how we think about ourselves and our social world. Specifically, researchers examine how we select, interpret, remember, and use social information to make judgments and decisions, and the downstream consequences of this process for affect, motivation, cognition, and behavior. Instructor: Chartrand. 3 units. C-L: Psychology 771

970. Strategy Seminar on Organizational Design. We study the organization of the firm. The portfolio of theories covered include: transaction cost economics, evolutionary economics, the resource (knowledge) based view of the firm, contingency theory, and institutional theory. We discuss research problems related to: the boundaries of the
firm (e.g. ‘make’ vs ‘buy’); the internal division of labor (e.g. coordination across divisions); hierarchy and decision rights (e.g. centralization vs decentralization); incentive and rewards systems (e.g. process vs outcome driven performance metrics); and the interplay between the formal and informal structure of the firm. Instructor: Lecuona Torras. 3 units.

971. Economics of Technical Change and Innovation. This course focuses on technological change, its determinants and consequences. Our objective is to understand the economic determinants and consequences of technical change. However, technical change needs to be understood in a historical context, and consequently, the readings cover both historical description and economic analysis. Though an economics course, it is designed to accommodate students from a range of disciplinary backgrounds. We will highlight the implications of the economics of technological change for the study of corporate strategy, entrepreneurship and public policy. Instructor: Arora, Cohen. 3 units.

972. Topics in Strategy. This course provides an introduction to research on core areas of strategy. The goal of the course is twofold: First, students will get a broad overview of the literature on core theories and topics in strategy. Second, students will learn how to critically review research papers. The course covers the following topics: upper echelon theory, agency problems, transaction cost economics, resource based view, social networks, location choice, agglomeration, international strategy, innovation, and entrepreneurship. Instructor: Arora. 3 units.

991. Selected Topics in Business. Allows the doctoral student the opportunity to study special topics in management on an occasional basis depending on the availability and interests of students and faculty. Instructor: Staff. Variable credit.

996. Curricular Practical Training. This course offers international students an experiential learning opportunity in a U.S. work environment. A paper will follow the practical training. Instructor: Staff. 1 unit.

997. Dissertation Research. For students actively pursuing research on their dissertation. Credit to be arranged. Prerequisite: student must have passed the preliminary examination and have the consent of the director of the doctoral program and instructor. Instructor: Staff. Variable credit.

998. Independent Study. Allows the doctoral student the opportunity to engage in study or tutorial on special topics on an individual basis under the supervision of a faculty member. Credit to be arranged. Prerequisite: doctoral program standing and consent of the director of the doctoral program and instructor. Instructor: Staff. Variable credit.

999. Directed Research. Allows the doctoral student to engage in individual research projects under the supervision of a faculty member. Credit to be arranged. Prerequisite: doctoral program standing and consent of the director of the doctoral program and instructor. Instructor: Staff. Variable credit.

Master of Management Studies: Duke Kunshan University

Accounting (ACCOUNTG)

510K. Introduction to Financial Accounting. This course provides you with a basic understanding of the construction and interpretation of corporate financial reports which are used by external parties (including investors, creditors, and regulators). Our goal is to help you become informed user of financial statement information. Fulfillment of these objectives involves acquiring several skills: (i) gaining familiarity with business transactions; (ii) understanding how those transactions map into accounting numbers; (iii) developing fluency in accounting terminology; and (iv) appreciating the complexity of accounting due to the (considerable) discretion and judgment involved in implementing accounting rules. The course emphasizes the use of real financial statements, so that you become accustomed to the many variations that these reports take. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

511K. Principles of Cost and Managerial Accounting. Managerial accounting is concerned with the internal use of accounting information by managers to plan, control, and evaluate operations and personnel of the firm. The course covers two broad topics: (i) cost management systems and their use in decision making (these systems provide information about the costs of the goods and services sold by the firm, and decisions based on them include break-even analyses, pricing, and make/buy decisions); and (ii) management control systems and their use (control systems help the firm plan, execute, measure, and evaluate its operations). Topics covered include cost structures, costing systems, budgeting, variance analysis, performance measurement and evaluation, and transfer pricing. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

512K. Fundamentals of Financial Analysis. This course focuses on financial analysis of a firm and on valuation of
its shares. The course provides a framework to analyze and interpret financial statements, exposes students to the publicly available sources of financial information used in capital markets, and develops important Excel modeling skills pertaining to financial planning, analysis, and valuation. The course builds on prior coursework (in financial accounting, strategy, managerial accounting, investments, and corporate finance) by having students: (i) evaluate the financial implications of a firm's articulated strategy; (ii) use that information to project the firm's financial statements several years into the future; and then (iii) apply various valuation techniques (such as free cash flow valuation and multiples approaches) to determine forecasted (target) prices of the firm's shares. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

Decision Sciences (DECISION)
502K. Business Math Review. This course provides a review of important mathematical concepts involved in formulating and analyzing business problems. Topics are taught from an applications perspective, specifically applied to business problems. Each class session is organized to provide a brief overview of the session topic followed by the opportunity for students to solve a series of problems focused on business applications of the topic. Specific math topics included are using math to represent business problems, linear equations, quadratic equations, linear inequalities, functions, derivatives and their applications, the time value of money, and discounting. This course provides a review of important mathematical concepts involved in formulating and analyzing business problems. Topics are taught from an applications perspective, specifically applied to business problems. Each class session is organized to provide a brief overview of the session topic followed by the opportunity for students to solve a series of problems focused on business applications of the topic. Specific math topics included are using math to represent business problems, linear equations, quadratic equations, linear inequalities, functions, derivatives and their applications, the time value of money, and discounting. Taught at Duke Kunshan University. Instructor: Staff. 0 units.

516K. Quantitative Business Analysis. Introduces a framework for thinking about business problems involving decisions under uncertainty and, building on this framework, develops tools for interpreting data. The course covers foundation in probability theory, statistical inference and regression analysis. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

517K. Spreadsheet Modeling and Decision Analysis. Successful management requires the ability to make good decisions by responding to challenges and taking advantage of opportunities in complex situations. However, many decision problems—particularly those involving many uncertainties and many variables—are difficult to grasp intuitively, and their stakes may be too high for trial and error. In such cases, spreadsheet models may be useful for exploring, evaluating, and improving the alternatives in a systematic fashion. This course provides an introduction to the “art” as well as the “science” of decision modeling with Microsoft Excel. The ideas and skills learned in this course are applicable in most areas of business. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

Economics (MGRECON)
547K. Fundamentals of Business Economics. This course covers the fundamental ideas and tools of microeconomics. The course begins with: (i) supply and demand analysis, the basic tool for analyzing and understanding competition and the market determination of prices and quantities; (ii) consumer choices and market demand; and (iii) production and cost theory. The tools for market structure analysis are then developed and applied to monopoly and oligopoly markets as well as to price discrimination. Game theory tools are developed and applied to analyze strategic interactions. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

Finance (FINANCE)
524K. Foundations of Capital Markets. This course provides a rigorous treatment of the fundamental principles of asset valuation, investments, and investment management. Topics include time value of money and discounting, diversification and risk, arbitrage and hedging, asset allocation, asset pricing models (including the capital asset pricing model (CAPM), factor models, and consumption based asset pricing), active portfolio management, performance evaluation, and the interaction between capital markets and the macro economy. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

525K. Foundations of Corporate Finance. This course examines important issues in corporate finance from the perspective of financial managers who are responsible for making investment and financing decisions. The concept of net present value, suitably adapted to account for taxes, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect the value of the firm. A key component of the course is the
coverage of capital budgeting, first without and then with uncertainty. Throughout, emphasis is placed on the interaction between (corporate and personal) taxes and the cost of capital. The course also includes a treatment of dividend policy and capital market efficiency, as they relate to the value-maximization objective of the firm. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

Management (MANAGEMT)

544K. Foundations of Management & Organizations. The goal of this course prepares you to be an effective leader and manager of others whatever your level in the organization. We will examine practices that make teams more efficient and adaptable and that help harness diversity and enhance innovation. We will also study the theory and practice of negotiation. We will study how you can improve your personal contribution to your team and your firm and how you can lead others to respect your views and listen to you. Much of the content of the course will be put to use in learning teams used throughout the program. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

Management Communications (MGMTCOM)

504K. Culture and Language Immersion. Course offered to International Students who will be attending Fuqua in the Fall. The course is listed as zero units so it will not affect the students’ load in the full fall term. Taught at Duke Kunshan University. Instructor: Staff. 0 units.

505K. Business Communication 1. Business Communication 1 introduces students to the foundations of effective management communication. It focuses on helping them communicate clearly, strategically, persuasively and collaboratively in professional business settings. Students learn about and practice a variety of crucial communication skills. This course gives students opportunities to focus on individual goals for skill development. Topics include strategic management communication; giving and receiving feedback; researching companies; uses of influence and advocacy; presentation skills; and career management skills. May be taught at Duke Kunshan University. Instructor: Staff. 2 units.

506K. Business Communication 2. Building on the skill development and concepts from Business Communication 1, Business Communication 2 continues to focus on helping students learn to communicate clearly, strategically, persuasively, and collaboratively in professional business settings. This course gives students multiple opportunities to hone skills in team presentations where analysis and recommendations must withstand the challenges of audience members. Topics include presenting recommendations persuasively; presenting with one voice; using narrative structures to enhance coherence; asking and answering questions; team dynamics; and interpersonal communication. May be taught at Duke Kunshan University. Instructor: Staff. 2 units.

Marketing (MARKETNG)

550K. Introduction to Marketing Analysis. Modern marketing philosophy holds that only those firms that provide high customer value can succeed in the long run. Creating this value requires that managers must effectively: (i) assess marketing opportunities by analyzing customers, competitors, and their own company (“the 3 Cs”), and (ii) design effective marketing programs via selecting appropriate strategies for pricing, promotion, place, and product (“the 4 Ps”). Accordingly, this course will introduce students to the principles, processes and tools necessary to analyze markets and design optimal marketing programs. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

551K. Fundamentals of Market Intelligence. This course is about gathering, analyzing, and interpreting data about markets and customers. In this course, students will learn: (i) to define decision problems and determine what information is needed (e.g., engage in backward marketing research by envisioning decisions that will be taken based on the research); (ii) to acquire trustworthy and relevant data and judge its quality (e.g., to utilize secondary research such as internal customer databases or knowledge management systems); and (iii) to analyze data relevant to classic marketing decisions (e.g., understanding state-of-the-art data analysis techniques). The context for learning these analysis skills will be common marketing decision problems, including target market selection, new product or service introduction, customer retention, and pricing. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

Operations (OPERATNS)

554K. Introduction to Operations and Supply Chain Management. A supply chain comprises all the processes and activities involved with product delivery, from the extraction of raw materials, through transportation and
processing, to the delivery of finished products to the customer. These activities typically involve numerous geographic locations and firms with different objectives. The crucial decisions include infrastructure investments, the quantities to produce and ship, the timing of shipments, where to hold inventories, and which firms should be responsible for which activities. The management of supply chains is difficult and complicated, but essential in the modern economy. This course will cover the basic facts and principles of the subject. Taught at Duke Kunshan University. Instructor: Staff. 3 units.

**Strategy (STRATEGY)**

**557K. Principles of Strategy.** How to identify business opportunities in dynamic competitive environments and develop skills necessary to be an effective strategy analyst as part of any business position. Tackles the complexity of analyzing competition in this era of globalization and changing firm boundaries, as well as assesses strategy under increasing uncertainty. Develops strategic thinking by learning the concepts, models, and tools of strategic analysis and by applying them to competitive situations. Develops the capability to assess a firm’s strategic position with respect to rivals, the larger industry, and customers given the firm’s internal resources and capabilities. Taught at Duke Kunshan University. Instructor: Staff. 3 units.
Faculty

The faculty of The Fuqua School of Business has developed a national reputation for both high-quality teaching and research. One of the unique characteristics of this faculty is its diverse set of interests and professional backgrounds. Often an individual faculty member's interests will span two or three different areas of expertise. This diversity of interests ensures that the students will be exposed to wide-ranging views of the environment in which they will live and work after completing their educational experience.

The student-faculty ratio in the school is maintained at a level permitting development of close professional relationships and encouraging individual assistance in academic and professional relationships. Activities are planned which maximize student-faculty interaction. Some of these are career-related while others are more involved with research and teaching activities.

A brief description of the background and main areas of interest of the faculty follows:

**Manuel Adelino**, PhD, Associate Professor of Finance; BA (Universidade Católica Portuguesa), PhD (MIT)
Professor Adelino's research is in the area of household finance, real estate finance, and corporate finance. His current work focuses on the role of the supply of credit on house prices and on resolution mechanisms for distressed homeowners. He teaches entrepreneurial finance.

**Alessandro Arlotto**, PhD, Associate Professor of Business Administration; PhD (University of Pennsylvania), AM (University of Pennsylvania), MS (University of Torino), BS (University of Torino)
Professor Arlotto's research interests are in applied probability, stochastic modeling, stochastic dynamic programming, combinatorial optimization, and applications to management science and economics. He teaches probability and statistics.

**Wilfred Amaldoss**, PhD, Thomas A. Finch Jr. Professorship Endowment; MA (Indian Institute of Management), PhD (University of Pennsylvania)
Professor Amaldoss is interested in understanding strategic behavior in the context of interorganizational relationship and new product development. The National Science Foundation funds some of his research projects. Recent publication credits include "David versus Goliath: An Analysis of Asymmetric Mixed Strategy Games."

**James J. Anton**, PhD, Wesley A. Magat Professor; BS (Emory University), PhD (Stanford University)
Professor Anton's research interests are in the area of industrial organization economics. He focuses on problems involving information, incentives, contracting, and property rights in markets where strategic rivalry between firms is an important feature. He has published papers on innovation incentives and intellectual property rights, competitive pricing, and sourcing in procurement contracts, auctions, incentive regulation, and antitrust issues in a variety of economics journals, including the American Economic Review, Quarterly Journal of Economics, and the RAND Journal of Economics, and also in law and policy journals. He also serves as coeditor of the Journal of Economics and Management Strategy. He has taught courses on managerial economics, competitive analysis, and macroeconomics in a variety of Fuqua degree programs.

**Dan Ariely**, PhD, James B. Duke Professor of Behavioral Economics; PhD (Duke University), MS and PhD (University of North Carolina at Chapel Hill), BA (Tel Aviv University)
Professor Ariely teaches a course in behavioral economics. He also holds appointments at the Center for Cognitive Neuroscience, the School of Medicine, and the Department of Economics. Prior to joining Duke's faculty, he held a joint appointment between MIT's Program in Media Arts and Sciences and Sloan School of Management and served as the principal investigator of the Lab's eRationality group. Professor Ariely studies how people actually behave in the marketplace, as opposed to how they should or would perform if they were completely rational. His interests span a wide range of daily behaviors such as buying (or not), saving (or not), ordering food in restaurants, pain management, procrastination, dishonesty, and decision making under different emotional states. His research has been published in leading psychology, economics, and marketing and management research journals, and has been featured occasionally in the popular press. He is also the author of *Predictably Irrational: The Hidden Forces that Shape Our Decisions*.

**Ashish Arora**, PhD, *Rex Adams Professor of Strategy*; BA (St. Stephen’s College, Delhi), MA (Jawaharlal Nehru University, Delhi), PhD (Stanford University)

Professor Arora’s research focuses on the economics of technology and technical change and has included the study of technology intensive industries such as software, biotechnology and chemicals, the economics of information security, and the role of patents and licensing in promoting technology startups. He has studied the rise of the software industry and the pharmaceutical industry in emerging economies. His current research focuses on the management of intellectual property and licensing in corporations, and innovation based entrepreneurship. Professor Arora has taught a variety of courses, including Economics of Information Security and Risk Management. He currently teaches Entrepreneurial Strategy for Innovation Based Ventures, and Emerging Markets Strategy.

**Alison H. Ashton**, PhD, *Associate Professor of Business Administration, Emeritus*; BS (Louisiana State University), MPA and PhD (The University of Texas at Austin)

Professor Ashton’s academic interests are in behavioral decision theory and accounting. Her published research includes studies of auditors as decision makers, as well as managers as users of accounting information. Her current research focuses on health care professionals, including the cost of professional services (i.e., surgery and medical education in a teaching hospital) and the impact of cost constraints on medical judgment and decision making.

**Robert H. Ashton**, PhD, CPA, *L. Palmer Fox Professor of Business Administration, KPMG Research Scholar*; BS (Middle Tennessee State University), MBA (Florida State University), PhD (University of Minnesota)

Professor Ashton’s teaching interests involve management accounting, with particular emphasis on strategic cost management, performance measurement and evaluation, and the role of accounting measures in implementing and monitoring firm strategy. Research interests center around behavioral decision theory and its application to management accounting and external auditing issues. He teaches extensively in Fuqua’s executive MBA programs and in non-degree executive education settings. He has published three books and more than sixty articles in leading academic and professional journals in accounting, management, and cognitive psychology, and has served on the editorial boards of several top journals. Prior to joining the Duke faculty in 1986, he was on the faculties of the University of Texas, the University of Alberta, and New York University. He is a certified public accountant.

**Santiago Balseiro**, PhD, *Assistant Professor of Business Administration*; BA and MA (Universidad de Buenos Aires), MPhil and PhD (Columbia Business School)

Professor Balseiro’s research focuses on optimization, stochastic modeling and game theory with applications in revenue management and internet advertising. His recent work studies the design and operation of display advertising ad exchanges. He teaches Decision Models.

**Ravi Bansal**, PhD, *JB Fuqua Professor of Business Administration*; BA and MA (University of Delhi), PhD (Carnegie Mellon University)

Professor Bansal’s interests are in financial economics, time series analysis, and macroeconomics. The focus of his research is constructing and testing theories that provide a better understanding of asset price movements. His research is published in leading journals such as *Journal of Political Economy, Journal of Finance,* and the *Journal of Econometrics*. He teaches courses in financial economics and aggregate economics.

**Sharon Belenzon**, PhD, *Associate Professor of Business Administration*; BA and MA (Tel-Aviv University), PhD (London School of Economics & Political Science)

Professor Belenzon’s research explores the conditions under which firms in developed nations coalesce into groups, and how different attributes of such groups are related to resource reallocation, innovation, and firm
performance. Professor Belenzon’s research is dedicated to advance the understanding of how firm organizational structure mediates, and is mediated by, firm strategy, and of how structure conditions the way in which resources are mobilized across different units of the organization, focusing on financial resources, innovation, managerial talent, and brands (names). His research has been featured in top academic journals, such as Management Science, Strategic Management Journal, Review of Economics and Statistics, Economic Journal, and Journal of Law and Economics. Professor Belenzon received his PhD from the London School of Economics, and completed post-doctorate work at the University of Oxford, Nuffield College. He has also been the recipient of the Kauffman foundation post-doctorate fellowship at the National Bureau of Economic Research. He earned MA and BA degrees in Economics from Tel Aviv University. At Fuqua, he teaches the core strategy course, Principles of Strategy, and the PhD strategy seminar, and is engaged in advising PhD students.

**Alexandre Belloni, PhD, F.M. Kirby Research Fellow and Professor of Decision Sciences; BS (Pontifical Catholic University), MS (Institute for Pure and Applied Mathematics), PhD (Massachusetts Institute of Technology)**

Professor Belloni’s research interests are in mathematical programming, statistics/econometrics, probabilistic methods, complexity theory, and applications to economics, management science, marketing, and engineering. Before coming to Fuqua, he held post-doctoral fellow and research assistant positions at MIT as well as positions at IBM T. J. Watson Research Center in New York and CEPEL-Electrical Energy Research Center in Brazil.

**Victor Bennett, PhD, Assistant Professor of Business Administration; BA (Stanford University), PhD (University of California, Berkeley, Haas School of Business)**

Professor Bennett’s research focuses on how firms respond to competition. That includes both responding through external actions like price or quality changes, and internal actions like changing staffing, compensation, or the amount of autonomy staff have. That research is now leading me into some interesting questions about policies toward competition and entrepreneurship. He teaches courses on strategy.

**Fernando G. Bernstein, PhD, Bob J. White Professor of Business Administration; Licenciado (University of Buenos Aires), PhD (Columbia University)**

Professor Bernstein’s research interests are in stochastic modeling and operations management. His current research focuses on coordination issues facing decentralized supply chains and the integration of pricing and inventory decisions. He teaches courses on operations management and supply chain management.

**James R. Bettman, PhD, Burlington Industries Professor of Business Administration; BA, MPhil, and PhD (Yale University)**

Professor Bettman is the author of An Information Processing Theory of Consumer Choice, The Adaptive Decision Maker, and Emotional Decisions: Trade off Difficulty and Coping in Consumer Choice; he has also published numerous articles in academic journals. He has served as a consultant to government agencies, as a member of editorial boards of scholarly publications, as president of the association for Consumer Research, as coeditor of the Journal of Consumer Research, and is currently the editor of Monographs of the Journal of Consumer Research. He is a fellow of the American Psychological Association, the American Psychological Society, and the Association for Consumer Research; he has also received the Converse Award, AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award, and Harold Maynard Award from the American Marketing Association and was awarded the Leo Melamed Prize for outstanding scholarship. He has chaired or co-chaired over twenty PhD committees at Fuqua. His teaching and research interests are in consumer behavior.

**Bryan Bollinger, PhD, Assistant Professor of Marketing; BA and BE (Dartmouth College), MA (Stanford University), PhD (Stanford University)**

Prior to joining the Duke faculty Professor Bollinger was an Assistant Professor at the NYU Stern School of Business, Professor Bollinger’s research interests lie at the intersection of marketing, empirical industrial organization, and economic policy. Current research includes technology adoption decisions by consumers and firms, demand and supply side spillover effects, and the effectiveness of marketing mix variables and policy tools in affecting consumer and firm behavior. Examples include work on solar PV adoption, learning-by-doing in solar PV installations, green technology adoption by dry cleaning firms, heterogeneous demand effects of smart meter technologies, the effect of nutritional labeling, dynamic network formation and propagation of information, advertising and channel interaction effects, and pro-social marketing.
William F. Boulding, PhD, J. B. Fuqua Professor of Business Administration, and Dean; BA (Swarthmore College), PhD (University of Pennsylvania)

Professor Boulding is interested in model building relevant to managerial decision making. His current work focuses on the efficiency of various strategic options available to the firm. His teaching interests lie in the areas of marketing strategy and marketing management.

Michael Bradley, PhD, F.M. Kirby Professor of Investment Banking, Emeritus; AB (University of Idaho), MBA (Syracuse University), PhD (University of Chicago)

Prior to joining the Duke faculty, Professor Bradley was the Everett E. Berg Professor of Business Administration at the University of Michigan, where he also had an appointment in the law school. He has served on the faculties of the Universities of Chicago and Rochester. Professor Bradley’s teaching and research interests lie at the intersection of corporate finance and corporate law. He has published papers on corporate capital structure, mergers and acquisitions, takeover defenses and tactics, government regulation of the securities market, insider trading, fiduciary duties of corporate managers, corporate governance, and corporate bankruptcy. His work has been cited in textbooks, professional journals, and the decisions of numerous state and federal courts, including the United States Supreme Court.

Michael W. Brandt, PhD, Kalman J. Cohen Professor of Finance; BA (Westminster College of Salt Lake City), MSc (London School of Economics), MBA (University of Chicago), PhD (University of Chicago)

Professor Brandt conducts theoretical and empirical research in finance. His current work focuses on innovative solutions to asset allocation problems, issues arising in risk management, fixed income markets, and financial econometrics. Professor Brandt’s research has appeared in numerous journals, including the Journal of Finance, Journal of Financial Economics, and Journal of Monetary Economics. He serves as associate editor of the Journal of Finance and Management Science, and he is a faculty research fellow of the National Bureau of Economic Research (NBER). Prior to joining The Fuqua School of Business, Professor Brandt was at the Wharton School, University of Pennsylvania for six years, where he taught a derivatives course and a PhD-level course on financial econometrics. He currently teaches a fixed income and risk management course and a PhD-level course on theoretical and empirical finance.

Alon Brav, PhD, Robert L. Dickens Professor of Business Administration; BA (University of Haifa), PhD (University of Chicago)


Douglas T. Breeden, PhD, William W. Priest, Jr. Professor of Finance; BS (Massachusetts Institute of Technology), MA and PhD (Stanford University)

Professor Breeden has served on faculties at the University of Chicago, Stanford, Duke, and North Carolina where he was the Dalton McMichael Professor of Finance. He is the founding editor of the Journal of Fixed Income, was associate editor for five journals in financial economics and was elected to the Board of Directors of the American Finance Association. He holds a PhD in finance from Stanford and a BS from the Massachusetts Institute of Technology. He is the chairman and cofounder of Smith Breeden Associates, a money management firm. In Indiana, he is chair of Community First Financial Group, a bank holding company, and Old Capital Golf Course. He served as dean of The Fuqua School of Business from 2001 to 2007.

David B. Brown, PhD, Associate Professor of Business Administration; BS and MS (Stanford University), PhD (Massachusetts Institute of Technology)

Professor Brown's research interests focus largely on risk modeling, and tractable formulations for complex decision making problems under uncertainty. Some of his current research topics include an aspiration level model of risk and information valuation for sequential decision making. He teaches courses in decision models and optimization.

John Buley, PhD, EADS Professor of the Practice in Energy Finance; BS, MS, and JD (Temple University), LLM (Villanova University)

Prior to joining the Duke faculty, Professor Buley was Head of Principal Investing for Social Finance, a unit of JP Morgan’s Investment Bank and held various roles with JP Morgan Chase’s heritage banks. He is the head of the Center for Financial Excellence.
Richard M. Burton, DBA, Professor of Business Administration, Emeritus; BS, MBA, and DBA (University of Illinois)

Professor Burton’s primary research interests are in the strategy, design, and management of organizations. He has published in organizational design and management, including the development of an expert system to aid managers in the choice of an appropriate organizational design. He teaches courses in organization design.

Tanya L. Chartrand, PhD, Merilee and Roy Bostock Family Professor of Business Administration; BS (Santa Clara University), MA and PhD (New York University)

Before joining Fuqua, Professor Chartrand was a member of the top-ranked social psychology faculty at Ohio State University. She teaches a course on consumer behavior in addition to doctoral seminars on social cognition and automaticity. Her research interests focus on the nonconscious, automatic processes that guide cognition, emotion, motivation, and behavior in social interactions.

Aaron Chatterji, PhD, Associate Professor of Business Administration; BA (Cornell University), PhD (Berkeley)

Professor Chatterji is interested in entrepreneurship, innovation, and corporate social responsibility. His primary research stream examines sources of entrepreneurship and innovation in the medical device industry. His other work investigates the relationship between business and public policy, particularly as it relates to corporate social responsibility and social performance metrics. He has won several awards for teaching and research, including the teaching award in the Duke MBA-Cross Continent program and research grants from the Kauffman Foundation and the United Nations.

Qi Chen, PhD, Martin L. Black Jr. Professorship and Director of the PhD Program; BA (Wuhan University), MA (University of Maryland), MBA and PhD (University of Chicago)

Professor Chen’s interests are in accounting, corporate governance, and organizational design. The focus of his research includes theoretical modeling and empirical testing of the role of accounting information system in firms’ internal control mechanisms. He teaches courses in managerial accounting.

Anna Cieslak, PhD, Assistant Professor of Business Administration; BA (Warsaw School of Economics), MS (Warsaw School of Economics), PhD (University of Lugano)

Professor Cieslak conducts empirical and theoretical research in Finance. Her current research concentrates on asset pricing with emphasis on fixed income markets. In recent work, she studies bond return predictability (term premia), interest rate volatility and the duration structure of macro uncertainties. Her research interests also involve sovereign credit risk, financial econometrics and macro-finance modeling. She teaches courses in finance.

Robert T. Clemen, PhD, Professor of Business Administration, Emeritus; BA (Stanford University), MBA (University of Colorado, Colorado Springs), PhD (Indiana University)

Professor Clemen has held positions as associate professor of decision sciences at the University of Oregon, senior researcher at Decision Sciences Research Institute in Eugene, Oregon, and senior scientist with Applied Decision Analysis, Inc., of Menlo Park, California. His interests include both practical and theoretical aspects of decision analysis and the use of experts for risk assessment.

Wesley Cohen, PhD, Frederick C. Joerg Professor of Business Administration, Professor of Economics and Management; PhD (Yale University)

After teaching at Carnegie Mellon University for twenty years, Cohen joined the faculty of The Fuqua School of business in 2002. He is also a research associate of the National Bureau of Economic Research. Cohen’s research has focused on the economics of technological change and R&D. He has published in numerous scholarly journals, including American Economic Review, Administrative Science Quarterly, and Management Science, and coedited the volume, Patents in the Knowledge-Based Economy. He recently served on the National Academies’ Committee on Intellectual Property Rights in the Knowledge-Based Economy as well as the National Academies’ Panel on Research and Development Statistics. He has taught courses on the economics of technological change, industrial organization economics, the economics of entrepreneurship, organizational behavior, corporate strategy, and the management of intellectual capital.

John Coleman, PhD, Professor of Business Administration; BA (University of Wisconsin), PhD (University of Chicago)

Professor Coleman’s interests are in macroeconomics, monetary and fiscal policy, financial economics, and international economics. The focus of his research is constructing and testing theories of real, monetary, and financial variables. He teaches courses in global macroeconomics and international financial policy.
Jonathon N. Cummings, PhD, Associate Professor of Management; BA (University of Michigan), MA (Harvard University), PhD (Carnegie Mellon University)

Prior to arriving at Fuqua, Professor Cummings taught for three years at the MIT Sloan School of Management. His current research on fostering innovation through geographically dispersed teams and networks is supported by a five-year NSF Early Career Award. He publishes at the intersection of organizational behavior and information systems research, including articles in Management Science, Academy of Management Journal, Journal of Management Information Systems, and Communications of the ACM.

Keisha Cutright, PhD, Associate Professor of Marketing; BS (The Ohio State University), PhD (Duke University)

Professor Cutright’s research focuses on the psychological drivers of consumers’ behavior. She is particularly interested in strategies that enhance consumers’ feelings of order and structure in an often chaotic, uncertain world. For example, she uncovers how consumption and certain belief systems (related to religion, personal control, culture, etc.) provide interchangeable sources of order and structure. Prior projects have also addressed branding issues and the role of emotion in consumer decision-making. Current projects continue to explore a variety of issues related to individuals’ abilities to navigate their environments, addressing the influence of resource constraints, religion and consumers’ physical appearance on behavior. She will be teaching Product Management.

Brendan Daley, PhD, Associate Professor of Economics; BS (Cornell University), PhD (Stanford University)

Professor Daley’s research interests are in applied microeconomic theory, industrial organization, and political economic theory.

Preyas S. Desai, PhD, Spencer R. Hassell Professor of Business Administration; BE and MBA (Gujarat University), MS and PhD (Carnegie Mellon)

Professor Desai’s primary research interests are management of marketing channels and marketing of durable goods. His work in marketing channels focuses on the role of various compensation schemes in solving channel coordination problems. His work in marketing of durable goods studies issues of leasing and selling, extended warranties, and product preannouncements. His teaching interests are marketing management, industrial marketing, pricing, and marketing planning.

Shane Dikolli, PhD, Associate Professor of the Practice; BBus and PGradDipBus (Curtin University of Technology), PhD (University of Waterloo)

Professor Dikolli is a Certified Practicing Accountant (Australia). Prior to completing his PhD, Professor Dikolli worked as a staff accountant at Hendry Rae & Court (Chartered Accountants), a budgets and systems accountant at Curtin University, and a consultant at KPMG International Headquarters (Amsterdam). He has also held prior academic appointments at Curtin University, Wilfrid Laurier University (Canada), and the University of Texas at Austin. He currently teaches an MBA course in managerial accounting at The Fuqua School of Business. Professor Dikolli’s primary research interests focus on the economic effects of time horizons on the measurement and application of performance measures in the context of both incentive contracting and the management of business operations. His interests span both analytical modeling and empirical analysis. Professor Dikolli’s work has been accepted for publication in Journal of Accounting Research, Journal of Accounting & Economics, Contemporary Accounting Research, European Accounting Review, Journal of Management Accounting Research, Journal of Accounting and Public Policy, Journal of Services Marketing, Behavioral Research in Accounting, Asian Review of Accounting, and Managerial Auditing Journal. A list of his recent articles and working papers are available at http://ssrn.com/author=298310.

Scott Dyreng, PhD, Associate Professor of Accounting; AS (Snow College), BS and MAcc (Brigham Young University), PhD (University of North Carolina at Chapel Hill)

Professor Dyreng’s research interests are in corporate taxation, including accounting for income taxes, and effect of taxes on investment decisions and accounting information. His teaching interests are in managerial accounting and tax, including corporate control, transfer pricing, and decision making.

Julie Ann Edell, PhD, Associate Professor of Business Administration; BA (University of Nebraska), MS and PhD (Carnegie Mellon University)

Professor Edell’s teaching interests are in the area of marketing, with emphasis on advertising, customer relationship management, consumer behavior, and marketing research. Her current research is concerned with consumers’ emotional responses to advertising, service failures, and consumer decisions. Her work has appeared in the Journal of Consumer Research and the Journal of Marketing Research.
James Emery,  PhD,  Associate Professor of the Practice; BS (Virginia Polytechnic Institute and State University), MBA and PhD (Duke University)

Before joining Fuqua Professor Emery worked for General Electric in Power Division Services and as a consultant with Tiber Group. At Fuqua he has served as the Research Director for COLE and he has taught the Leadership elective and GATE courses. Professor Emery currently is the Faculty Co-Director of the FCCP.

Jordan Etkin, PhD, Assistant Professor of Business Administration; BSc (University of Pennsylvania), PhD (University of Maryland)

Professor Etkin's research centers on consumer motivation, variety, time, and the relationship between them. Her current interests include how variety, be it among products, activities, or experiences, shapes behavior, and how such effects evolve over time. She teaches Marketing Intelligence.

Gregory W. Fischer, PhD, Professor of Business Administration; BA, MA and PhD (University of Michigan)

Professor Fischer's research focuses on individual judgment and decision making and cognitive aspects of social behavior. His teaching interests are in managerial decision making, managerial effectiveness, and managing learning and change in complex systems.

Gavan J. Fitzsimons, PhD, R. David Thomas Professor of Marketing; BSc (University of Western Ontario), MBA (University of Western Ontario), MPh and PhD (Columbia University)

Professor Fitzsimons' primary research interests are in the area of unintended effects of marketing actions. One major research stream explores the subject of how the act of collecting market research can have unanticipated effects on consumer judgments. A second major research stream focuses on consumer decision making, particularly with respect to consumer response to restricted choice environments. His work has been published in journals such as the Journal of Consumer Research, the Journal of Marketing Research, Marketing Science, and Organizational Behavior, and Human Decision Processes. Prior to arriving at Fuqua, Professor Fitzsimons was a faculty member at both the Wharton School of the University of Pennsylvania and the Anderson School at UCLA. He currently teaches the marketing core class at Fuqua.

Gráinne M. Fitzsimons, PhD, Associate Professor of Management; BA (McGill University), MA (New York University), PhD (New York University)

Professor Fitzsimons conducts research on interpersonal relationships, and on self-regulation and motivation. She is interested in how social processes promote versus impair productivity and achievement. This year, she will teach negotiations in the daytime MBA program.

Jon Fjeld, PhD, Professor of the Practice of Strategy and Executive Director of the Center for Entrepreneurship and Innovation; BA (Bishop's University), MA (University of Toronto), MS (University of North Carolina at Chapel Hill), MBA (Duke University), PhD (University of Toronto)

Professor Fjeld's interests are in entrepreneurship, strategy, organizational change, and ethics. In his professional experience he has served as VP of Engineering, Align Technology, Inc.; President and CEO, Raindrop Geomagic, Inc.; President and CEO and VP of Marketing, NetEdge Systems, Inc., and numerous senior management positions in networking and software at IBM. He also taught undergraduate and graduate courses in the Department of Philosophy at Duke.

Jennifer Francis, PhD, Douglas and Josie Breeden Doctoral Professor of Business Administration, Sr. Associate Dean for Programs; BS and BA (Bucknell University), MS and PhD (Cornell University)

Professor Francis first joined the Fuqua faculty in 1987, left to join the faculty at the University of Chicago, and returned to Duke University in 1999. She teaches an elective course in valuation and fundamental analysis and a doctoral seminar in empirical accounting research, and has previously taught the core course in managerial accounting. She is the winner of several awards for outstanding teaching at Duke University and the University of Chicago. Her research focuses on the relevance of financial reports to investors, equity valuation, and the role of securities' analysts as information intermediaries. In addition to her research publications, she has written financial accounting cases related to the valuation of purchased research and development, the accounting for environmental liabilities, and the reporting of segment information, as well as managerial accounting cases in the areas of banking, consulting, and health care. She serves on the editorial boards of several of the leading accounting research journals.
John P. Gallagher, PhD, Professor of the Practice of Business Computing and Associate Dean for the Executive MBA Programs; BA (University of California, Berkeley), PhD (University of California, Santa Barbara)

Professor Gallagher's research interests focus on the use of advanced computing technology in group-oriented problem solving. In particular, he has addressed the application of computer based collaboration and communication technologies to teaching and learning.

Simon Gervais, PhD, William and Sue Gross Research Fellow; Professor of Business Administration; BSc (Université Laval), MSc and PhD (University of California at Berkeley)

Professor Gervais conducts theoretical and empirical research in finance. His current work looks at the effects of behavioral biases on financial markets and firm organization, the structure of the money management industry, and the optimal structure and design of exchanges. Professor Gervais' research has appeared in the Journal of Finance and the Review of Financial Studies, and his paper “Learning to Be Overconfident” won the Barclays Global Investors/Michael Brennan Award as the best paper in the Review of Financial Studies in 2001. Prior to joining The Fuqua School of Business, Professor Gervais was at the Wharton School of the University of Pennsylvania for seven years, where he taught corporate finance and financial analysis. He currently teaches a course on corporate finance.

John R. Graham, PhD, D. Richard Mead, Jr. and Family Professor of Business Administration; BA (College of William and Mary), MA (Virginia Commonwealth University), PhD (Duke University)

Professor Graham works in the areas of corporate finance and investments. His recent research investigates corporate payout policy and how the incentives provided by the tax code affect corporate decisions. Professor Graham has also recently completed a project with Professor Campbell Harvey that compares academic theories to the way companies actually practice corporate finance.

Campbell R. Harvey, PhD, J. Paul Sticht Professor of International Business; BA (University of Toronto), MBA (York University, Toronto), PhD (University of Chicago)

Professor Harvey's primary area of research is in international investment and corporate finance. His work focuses on asset pricing models that allow for expected returns and risks to change through time in world markets. Much of his research investigates the link between the business cycle and both risk and expected return in national markets. He has published more than one hundred scholarly articles, chapters, and books in outlets including the Journal of Political Economy, the Journal of Finance, the Review of Financial Studies, and the Journal of Financial Economics. He teaches courses in global financial management, global asset allocation and stock selection, and emerging markets corporate finance.

David A. Hsieh, PhD, Bank of America Professor of Business Administration; BS (Yale University), PhD (Massachusetts Institute of Technology)

Prior to joining The Fuqua School of Business, Professor Hsieh taught at the Graduate School of Business, University of Chicago for eight years. His primary area of research is nonlinear dynamics in economics and finance, with a particular emphasis on empirical applications in risk management. Currently, he is doing research on hedge fund performance and compensation. He teaches international finance and money and capital markets.

Joel C. Huber, PhD, Alan D. Schwartz Professor of Business Administration; BA (Princeton University), MBA and PhD (University of Pennsylvania)

Professor Huber came to Fuqua from the Columbia University School of Business and the Krannert Graduate School of Management, Purdue University. His teaching interests include marketing of high technology, product marketing, and corporate strategy. His current research has focused on the use of computer-based interviewing to assess consumer reactions to promotions, price differences, and external quality ratings.

Xu Jiang, PhD, Assistant Professor of Business Administration; BA (University of Science and Technology of China), PhD (University of Minnesota)

Professor Jiang’s research is in the area of theoretical models in disclosure and economic consequences of accounting standards. His current work focuses on the economic consequences of accounting conservatism and fair value accounting. He teaches financial accounting.

Aaron Kay, PhD, Professor of Management; BA (McGill University), PhD (Stanford University)

Professor Kay researches organizational justice and commitment, interpersonal conflict and processes of motivated decision making. He has published numerous articles and edited two books on these and other topics. He teaches management in the Master of Management Studies: Foundations of Business program.
Ralph L. Keeney, PhD, *Research Professor of Business Administration, Emeritus;* BS (University of California, Los Angeles), PhD (Massachusetts Institute of Technology)

Professor Keeney’s research interests are the areas of decision making and risk analysis, with a focus on problems involving multiple objectives. He had applied such work as a consultant for several private and public organizations addressing corporate management problems, environmental and risk studies, energy policy, and decisions about siting large facilities (e.g., power plants, waste facilities). Prior to joining the Duke faculty, Professor Keeney was a faculty member in management and engineering at MIT and at the University of Southern California, a research scholar at the International Institute for Applied Systems Analysis in Austria, and the founder of the decision and risk analysis group of a geotechnical and environmental consulting firm. Professor Keeney is the author of many books and articles and has served on the editorial boards of several journals. He was awarded the Ramsey Medal for Distinguished Contributions in Decision Analysis and is a member of the National Academy of Engineering.

Thomas F. Keller, PhD, CPA, *R.J. Reynolds Professor of Business Administration, Emeritus;* AB (Duke University), MBA and PhD (University of Michigan)

Professor Keller specializes in accounting. His current research and teaching interests are principally in the areas of financial accounting and reporting. He has held several offices in the American Accounting Association, including editor of the *Accounting Review* (1972-75). He is the coauthor and coeditor of several books in financial accounting. During the summer and fall of 1975, under the auspices of a Fulbright grant, he lectured in Australia and the Far East on a variety of topics related to the development of accounting theory and standards. He is currently a director of the Biogen, Inc., DIMON, INC., Hatteras Income Securities, Inc., Nations Funds, Inc., and Wendy's International, Inc. He is also a director of the Triangle Community Foundation, the NC Zoological Society, and the Research Triangle Regional Partnership, and a trustee of Stillman College. He is a former director of the American Assembly of Collegiate Schools of Business, the national accrediting agency for business schools and is former chairman of the RTP World Trade Center. From 1974 to June 1996, he served as dean of The Fuqua School of Business and from June 1999 to July 2001 he served as dean of The Fuqua School of Business Europe.

Bora Keskin, PhD, *Assistant Professor of Business Administration;* BS (Boğaziçi University), PhD (Stanford University)

Professor Keskin’s main research studies management problems that involve decision making under uncertainty. In particular he is interested in stochastic models, and their application to revenue management and dynamic pricing with demand learning. His work on dynamic pricing has appeared in Management Science and Operations Research. Prior to his graduate education, he worked at McKinsey & Company as a consultant in banking and telecommunications industries. He teaches courses in operations including revenue and supply management.

Elena Kulchina, PhD, *Assistant Professor of Business Administration;* BS (Far Eastern National University, Russia) PhD (University of Toronto, Canada)

Professor Kulchina’s research is at the intersection of strategic management, entrepreneurship and international business. She is interested in the emergence and strategic decisions of new organizations in the international arena. Her current work focuses on foreign entrepreneurs—individuals who establish firms outside of their native countries—and location and agglomeration strategies of foreign firms.

Richard P. Larrick, PhD, *Hanes Corporation Foundation Professor;* BA (College of William and Mary), MA and PhD (University of Michigan)

Professor Larrick joined the Fuqua faculty after eight years at the University of Chicago's Graduate School of Business. His research focuses on decision making, negotiation, and social perception. Some of the topics he's studied are the role of emotion in decision making, methods for improving decision making, and misperceptions in negotiation. His recent research has examined how perceptions of expertise affect social influence. Professor Larrick teaches courses on managerial effectiveness and power and politics.

Dan J. Laughhunn, DBA, *Professor of Business Administration, Emeritus;* BS, MBA, and DBA (University of Illinois)

Professor Laughhunn has served as a consultant to industry and universities on a variety of topics related to planning and budgeting. His teaching and research interests deal with the application of quantitative techniques to problems in production and finance. Professor Laughhunn also has been actively engaged in teaching executive development programs, both at Duke and at other universities.
Joseph LeBoeuf, Jr., PhD, Professor of the Practice; BS (West Point), MS and PhD (Georgia Institute of Technology)

Before coming to Duke, Professor LeBoeuf was a professor at the United States Military Academy at West Point. He teaches in the MBA daytime program and directs the COLE Leadership Fellows Program.

Arie Y. Lewin, PhD, Professor of Business Administration, Emeritus; BS and MS (University of California, Los Angeles), MS and PhD (Carnegie Mellon University)

Professor Lewin's current research centers on the coevolution of new organizational forms. This research involves various empirical studies including a long-term cross-cultural comparative study of strategic reorientations and organization restructurings involving Fortune 1000 companies in the United States and their equivalent in major industrialized countries in Europe and Asia; transaction cost advantage of Internet network organization forms; and the impact of CEO succession on strategic reorientation and organization redesign. He has served as director of the Decision, Risk, and Management Science Program at NSF and is founding editor-in-chief emeritus of the international journal Organization Science.

Tracy R. Lewis, PhD, Walter M. Upchurch Professor of Business Administration; BA and PhD (University of California, San Diego)

Professor Lewis' research interests include financial and commercial contracting theory, regulation and industrial organization, and the law and economics of innovation. He teaches a course in contract theory and a course on competitive strategy.

E. Allan Lind, PhD, James L. Vincent Professor of Leadership; BA (University of Florida), MA and PhD (University of North Carolina at Chapel Hill)

Before coming to Duke, Professor Lind was on the faculties of the University of Illinois at Urbana-Champaign and Leiden University in the Netherlands. He was also a senior behavioral scientist at the RAND Corporation and a senior research fellow of the American Bar Foundation. Professor Lind's research interests include international and cross-cultural management, distributed and virtual team performance, organizational justice, conflict management, and litigation in organizational contexts. His research includes studies conducted in the United States, Japan, China, the Netherlands, France, Germany, and Great Britain. He teaches courses in global managerial effectiveness and ethics in management.

Patricia W. Linville, PhD, Associate Professor of Business Administration; BA (Florida Southern College), EdM (Harvard University), PhD (Duke University)

Prior to coming to Duke, Professor Linville was a faculty member in the Department of Psychology at Yale University. Her research area is social cognition, focusing on social judgment and decision making, stereotyping and intergroup relations, and negotiation.

Giuseppe (Pino) Lopomo, PhD, Professor of Business Administration; Laurea (Università Bocconi), PhD (Stanford University)

Professor Lopomo's research focuses on applied game theory, auction and mechanism design. His work has been published in leading journals of economics including the Review of Economic Studies, International Economic Review, Journal of Economic Theory, Games and Economic Behavior, the RAND Journal of Economics, and American Economic Journal: Microeconomics. Currently, Professor Lopomo teaches Managerial Economics and Competitive Analysis to MBA students. He has taught courses on similar topics to undergraduate and PhD students.

Mary Frances Luce, PhD, Robert A. Ingram Professor, Sr. Associate Dean for Faculty; BS (cum laude, Ball State University), PhD (Duke University)

Professor Luce's general research interests involve understanding decision processing in high-stakes situations involving stress and negative emotion. One of her application areas of interest is medical decision making from the patient perspective. She is the author of Emotional Decisions: Tradeoff Difficulty and Coping in Consumer Choice, her work has also been published in journals such as the Journal of Consumer Research, the Journal of Marketing Research, Management Science, and Marketing Science. She has received research grants from the National Science Foundation and the Marketing Science Institute, and she is currently an associate editor of the Journal of Consumer Research. Luce was a faculty member at the Wharton School prior to joining the Fuqua faculty. She currently teaches a course on health care marketing.
Pranab Majumder, PhD, Associate Professor of the Practice; BTech (Indian Institute of Technology), MBA (Indian Institute of Management), MS and PhD (University of Rochester)

Professor Majumder's interests cover the interface of operations management with economics, marketing, and information technology. His current research includes the social implications of remanufacturing, environmental manufacturing, the effects of competition therein, the effect of customer choice behavior on retail inventories, and the effect of personnel policies in Markov models of service management. He teaches the core operations management course.

Leslie M. Marx, PhD, Robert A. Bandeen Professor of Business Administration; BA (Duke University), PhD (Northwestern University)

Professor Marx has research interests in game theory, industrial organization, and market microstructure. She has current research on collusion at auctions and contracting in vertical markets, including the use of most-favored-nation clauses. Her work in game theory and contracting appears in the Journal of Political Economy, the Review of Economics Studies, RAND Journal of Economics, and Games and Economic Behavior. Her research on the structure of the Nasdaq market appears in the Journal of Finance, the Journal of Financial Economics, and the Journal of Financial Intermediation. She is the recipient of a National Science Foundation research grant, a National Science Foundation Graduate Fellowship, and a Sloan Doctoral Dissertation Fellowship. Professor Marx was a member of the 1996 US Olympic Fencing Team.

William Mayew, PhD, Associate Professor of Accounting; BS and MS (University of North Carolina at Wilmington), PhD (University of Texas at Austin)

Professor Mayew's research interests include corporate financial reporting and disclosure choices, capital market interpretations of those choices, and the intervening role of analysts as information intermediaries. His work has examined the competing roles of incentives and information signaling in the context of employee stock option valuation disclosures as well as capital market consequences of managerial classifications choices regarding short-term debt in the balance sheet. His current work examines how managers decide which analysts are allowed participation on quarterly earnings conference calls, investor relation consequences of missed earnings targets, and how financial analysts signal their ability to the marketplace. His research has been published or is forthcoming in the Journal of Accounting Research, Contemporary Accounting Research, and the Journal of Business, Finance and Accounting.

David McAdams, PhD, Professor of Business Administration and Economics; BS (Harvard University), MS (Stanford University), PhD (Stanford University)

Professor McAdams' primary research interests are microeconomic theory and game theory, with a special focus on strategic interactions between buyers and sellers, including auctions, pricing, negotiations, and relationships. His work has been published in the leading journals of economics, including Econometrica, American Economic Review, Review of Economic Studies, Journal of Political Economy, Journal of Economic Theory, and Journal of Econometrics. Currently, he is an associate editor of Journal of Economic Literature, International Journal of Industrial Organization, and International Journal of Game Theory. Professor McAdams is author of Game-Changer: Game Theory and the Art of Transforming Strategic Situations (W. W. Norton, 2014). Professor McAdams teaches the economics elective “Game Theory for Strategic Advantage” in the Daytime MBA program at Fuqua, as well as the PhD elective “Market Design I: Auctions” in the Economics Department.

John M. McCann, PhD, Professor of Business Administration, Emeritus; BSME and MBA (University of Kentucky), PhD (Purdue University)

Professor McCann has taught at Cornell, the University of California at Berkeley, and has been a visiting professor at the University of Oregon. He has worked as an engineer and as a managing consultant at Data Resources, Inc. He founded and directed The Fuqua School's Marketing Workbench Laboratory, a large research center that pioneered the use of expert systems in marketing and merchandising. Professor McCann most recently taught courses in electronic commerce and his research involves entrepreneurship, innovation, and entrepreneurial envisioning. He is currently vice-president for product development at Duke Corporate Education, Inc.

Ryan McDevitt, PhD, Assistant Professor of Business Administration; BA (Williams College), PhD (Northwestern University)

Before joining Duke, Professor McDevitt's worked as an analyst in Morgan Stanley's Investment Banking Division and taught at the Kellogg School of Management and the Simon School of Business. His research focuses primarily on the field of empirical industrial organization. He has conducted large-sample studies on various topics, including firms' responses to changes in their reputations and the correlation between a firm's name choice and its
quality. In a separate line of research, Professor McDevitt and his coauthors have estimated structural models of firms' decisions to differentiate in health care and venture capital. In addition, he has collaborated on papers that consider the economic benefits of broadband Internet and the impact of social frictions on consumers' purchases. Several media outlets have profiled his work, including the Wall Street Journal, the Financial Times, the Economist, National Public Radio, and Cosmo.

Carl F. Mela, PhD, T. Austin Finch Professor of Business Administration; BSEE (Brown University), MBA (University of California, Los Angeles), MPhil and PhD (Columbia University)

Professor Mela's research interests focus upon the long-term effects of promotion and advertising on consumer behavior. His research along these lines has received best paper awards from the Journal of Marketing Research, the International Journal of Research in Marketing, and the Marketing Science Institute. His teaching interests include marketing strategy and brand management.

Marian Chapman Moore, PhD, Associate Professor of Business Administration, Emeritus; BA (College of William and Mary), MS (Virginia Commonwealth University), PhD (University of California, Los Angeles)

Professor Moore's teaching interests include marketing strategy and planning, competitive analysis, and strategic relationships. Her current research activities are focused on understanding how managers learn about their competitors and factor that information into their own decision making, and on issues of advertising effectiveness.

Christine Moorman, PhD, T. Austin Finch, Senior Professor of Business Administration; BS (Northern Kentucky University), MBA and PhD (University of Pittsburgh)

Professor Moorman's research seeks to understand the nature and effects of market information utilization activities by consumers, managers, and organizations. She is particularly interested in how information utilization impacts the design and implementation of marketing strategies and new product development as well as the effective consumer decisions and the functioning of markets. Her work has been published in the Journal of Marketing Research, the Journal of Marketing, and the Journal of Consumer Research. She sits on numerous editorial review boards and her work has been supported by the National Science Foundation and the Marketing Science Institute. Before joining the faculty at Fuqua, Professor Moorman taught at the University of Wisconsin–Madison. Her teaching interests are in marketing strategy and consumer behavior.

Ruskin Morgan, PhD, Associate Dean Daytime MBA and MMS Foundations of Business, Associate Professor of the Practice; BS, MBA, and PhD (Duke University)

Before working at Duke, Professor Morgan was on the faculty at the David Eccles School of Business, University of Utah and worked in litigation consulting for the Huron Consulting Group preparing and providing expert witness testimony in economics and marketing.

Suresh Nallareddy, PhD, Assistant Professor of Accounting; MMS (Birla Institute of Technology and Science (BITS)), PhD (University of Southern California)

Professor Nallareddy's research interests are in accounting information and asset prices, accounting information and the macroeconomy, analyst forecasts, and empirical asset pricing. His research has been published in leading academic journals including the Journal of Financial Economics, the Accounting Review, and Management Science. At the Fuqua School of Business, he will be teaching the Valuation and Fundamental Analysis class in the MBA program.

Robert F. Nau, PhD, Professor of Business Administration; BA (University of California at San Diego), MS and PhD (University of California at Berkeley)

Professor Nau's research interests include the mathematical foundations of decision theory and game theory and their applications in economics and finance. Prior to coming to The Fuqua School of Business, Professor Nau taught at Tulane University and served as manager of information systems at Liberty Mutual Insurance Company. He has taught courses on decision models (management science), computers and information systems, statistical forecasting, and rational choice.

John W. Payne, PhD, Joseph J. Ruvane Jr. Professor of Business Administration, Director of the Center for Decision Studies; BA, MA, and PhD (University of California, Irvine)

Professor Payne's primary research activities deal with decision behavior. He has investigated decision making under risk, consumer choice behavior, environmental resource valuations, the design of computer-based support systems, and jury decision making. He teaches courses in decision making and managerial effectiveness.
Aleksandar Pekec, PhD, Associate Professor of Business Administration; BS (University of Zagreb, Croatia), PhD (Rutgers University)

Professor Pekec teaches the core probability and statistics course. His main research interest is in analysis and design of mathematical models for decision making. His recent work has focused on auction design, cooperative game models, social influence models, and on limitations of conclusions that can be drawn from optimization models. He joined the Fuqua faculty after two years at BRICS, a research center and international PhD School at the University of Aarhus, Denmark.

Jeremy Petranka, PhD, Associate Professor of the Practice; BS (Virginia Polytechnic Institute & State University), PhD (University of North Carolina at Chapel Hill)

Prior to joining the Fuqua School of Business, Dr. Jeremy taught undergraduates and MBA students at Indiana University's Kelley School of Business and at the University of North Carolina, Chapel Hill. Prior to his career in academia, Jeremy worked as a management consultant, working with multiple Fortune 100 companies to align their information technology with their business strategies, focusing heavily on the role of data within the organizations. His work now focuses on the intersection of business and academics, specifically targeting how economics informs managerial decision-making and business strategy.

Jillian Popadak, PhD, Assistant Professor of Business Administration; BA (Wellesley College), MS (Georgetown University), PhD (University of Pennsylvania)

Professor Popadak conducts research in the areas of corporate finance, capital markets, and entrepreneurial finance. In recent work, she examines whether stronger corporate governance affects firm value via its impact on intangible assets, and corporate culture in particular. This research received the 2014 Western Finance Association award for Outstanding PhD Research and was a finalist for the Best Finance PhD Award at the Olin Corporate Finance Conference. In other work, she investigates the motives behind corporate financial policy decisions, including dividends, leverage, and bond issuance decisions. Her work demonstrates the importance of peer firms, saliency, and regulation in affecting financial policy. Additional research examines the extent to which financial intermediaries such as non-practicing entities affect patent valuations and subsequent citations with a particular emphasis on the incentives created for strategic patenting by corporations.

Manju Puri, PhD, J. B. Fuqua Professor of Finance; BA (Delhi University), MBA (IIM Ahmedabad), PhD (New York University)

Professor Puri research interests are in financial intermediation and corporate finance. Her work focuses on understanding the role of banks as intermediaries that facilitate capital raising by firms from financial markets. Her recent work also examines venture capitalists as an important category of financial intermediaries, as the primary source of financing for entrepreneurial firms. Professor Puri's research has appeared in numerous journals, including the Journal of Finance, Journal of Financial Economics, and the Review of Financial Studies. She is a faculty research fellow of the National Bureau of Economic Research (NBER), and associate editor of several journals. Her work has been supported by the National Science Foundation and Sloan Foundation Fellowship. Prior to joining The Fuqua School of Business, Professor Puri was at the Graduate School of Business, Stanford University. She currently teaches advanced corporate finance.

Devavrat Purohit, PhD, Ford Motor Company Professor of Global Marketing; BA (Muskingum College), PhD (Carnegie Mellon University)

Professor Purohit's research interests are in building analytic and empirical models to aid managers in developing marketing strategies. Much of his current work focuses on durable goods and high technology products. His teaching interests are in the areas of marketing strategy, marketing management, and marketing technology-intensive products and services.

Adriano Rampini, PhD, John D. Forsyth Professor of Business Administration; lic. oec. (University of St. Gallen), MBA (University of Chicago), PhD (University of Chicago)

Professor Rampini's research interests are in financial economics and macroeconomics. The focus of his research is on how information and agency problems affect firm financing and on the interaction between macroeconomic conditions and firm financing. He also studies how information and agency problems affect government policy and taxation. Professor Rampini's research has appeared in numerous journals such as the Review of Financial Studies, the Journal of Financial Economics, the Journal of Monetary Economics, the Journal of Economic Theory, and the Journal of Public Economics. Previously he served on the faculty of Northwestern University. He currently teaches an MBA course on investments and a PhD course on corporate finance theory.
David B. Ridley, PhD, Dr. and Mrs. Frank A. Riddick Associate Professor of the Practice; BS (University of Missouri), PhD (Duke University)

Professor Ridley’s primary appointment is in the strategy area with secondary appointments in the Department of Economics and the Health Sector Management program. His research is concerned with the impact of business strategy and public policy on economic outcomes related to health. He has published a number of papers on the pharmaceutical industry—investigating the role of business strategy (such as pricing and market entry) and government regulation on those strategies. His work on pharmaceuticals focuses on the demand for follow-on products, international price differences, and how government regulations affect these. He has extended insights from his work on follow-on drugs to an analysis of follow-on retailers in the market for bars and liquor stores, with particular emphasis on the role of regulations (such as zoning) on location and competition. At Duke University Professor Ridley has taught health economics, microeconomics, industrial organization, game theory, and pharmaceutical strategy and management.

David T. Robinson, PhD, J. Rex Fuqua Professor of International Management; BA (University of North Carolina at Chapel Hill), MSc (The London School of Economics), MBA and PhD (The University of Chicago)

Professor Robinson is an internationally recognized expert in the fields of private equity, venture capital and entrepreneurial finance. His work has appeared in leading academic journals in finance and economics and has been featured in the New York Times, the Wall Street Journal, the Financial Times, and the Economist. Professor Robinson also serves on the World Economic Forum’s Global Agenda Council on Finance and Capital, and is a scientific advisor to the Swedish House of Finance in Stockholm, Sweden, the Private Equity Research Council, the Private Capital Research Institute, as well as a number of private equity firms and technology startups.

Ashleigh S. Rosette, PhD, Associate Professor of Business Administration; PhD (Northwestern University), BBA and MPA (University of Texas at Austin)

Dr. Rosette studies diversity and negotiations in organizational settings. In her primary area of research, she explores social and contextual factors that influence diversity-related perceptions. The three streams of her diversity research include: (1) recognition and inference-based processes of leadership, (2) leader behavior and role congruence, and (3) perceptions of social inequity. In her secondary area of research, negotiations, she examines various strategies that individuals employ to improve the negotiation process and negotiated outcome. Her research has been published or is forthcoming in academic journals and books, such as Academy of Management Journal; Organization Science; Organizational Behavior and Human Decision Processes; Journal of Applied Psychology; Psychological Science; Journal of Experimental Social Psychology; Journal of Cross Cultural Psychology; Research on Managing Groups and Teams; Group Decision & Negotiation; and the Duke Journal of Gender and Public Policy. She currently teaches two courses, Negotiations and Leadership, Ethics, and Organizations to MBAs and Executives.

Katherine Schipper, PhD, Thomas F. Keller Professor of Accounting; BA (University of Dayton), MBA, MA, and PhD (University of Chicago)

Professor Schipper’s teaching and research interests are in financial reporting and corporate governance. In addition to her earned degrees, she also has an honorary degree from the University of Notre Dame. She was on the faculty of the Graduate School of Industrial Administration at Carnegie Mellon University for seven years and the faculty of the Graduate School of Business at the University of Chicago for sixteen years. She was the coeditor of the Journal of Accounting Research for fourteen years and has also been an editorial board member of several scholarly accounting journals. She served a five-year term as a member of the Financial Accounting Standards Board.

Lukas Schmid, PhD, Associate Professor of Finance; MSc (ETH Zürich), MSc (University of Lausanne), PhD (University of Lausanne & Swiss Finance Institute)

Professor Schmid conducts quantitative research at the intersection of macroeconomics and financial economics. Lukas’ research has been published in outlets such as the Journal of Finance, the Review of Financial Studies, and the Journal of Monetary Economics. He is a recipient of the Smith-Breeden Award (First Prize) for the best paper in the Journal of Finance, 2010. At Fuqua, he teaches investments to MBA students and asset pricing theory to PhD students.

Kevin H. Shang, PhD, Associate Professor of Business Administration; BS (National Chiao tung University), MBA (University of California, Riverside), PhD (University of California, Irvine)

Professor Shang’s teaching and research interests include operations management, supply chain management, and production planning and inventory control. His current research focuses on developing simple and effective
solutions to optimal inventory policies in supply chain systems. These simple solutions not only facilitate teaching and implementation of inventory control, but also provide directions to manage cross-disciplinary business functions. Professor Shang recently received the first place award of the 2001 MSOM student paper competition for his dissertation paper.

**Blair H. Sheppard**, PhD, *Professor of Business Administration*; BA and MA (University of Western Ontario), PhD (University of Illinois)

Sheppard is the former Dean of Fuqua School of Business. Sheppard also served as the Senior Associate Dean of Fuqua, where he led the creation of two innovative management education programs. He conceived The Duke MBA - Global Executive in 1996 and was instrumental in developing the school’s early strategy. Sheppard has provided consultation to more than 100 companies and governments in the areas of leadership, corporate strategy, negotiation, organizational relationships and organization design and has extensive research on the same topics, with more than fifty published books and articles.

**Sim B. Sitkin**, PhD, *Michael W. Krzyzewski Professor in Leadership*; AB (Clark University), EdM (Harvard University), PhD (Stanford University)

Professor Sitkin’s research focuses on the effect of formal and informal organizational control systems on risk taking, accountability, trust, learning, and innovation. His teaching interests include leadership, organizational learning and innovation, organizational control, and the management of organizational change. He has served on a number of academic editorial boards and review panels and currently serves as a senior editor of *Organization Science* and as associate editor of the *Journal of Organizational Behavior*. His consulting and executive development work has included a number of large and small organizations in the computer hardware/software, engineering, financial services, government, health care, hospitality, natural resources, office equipment, pharmaceutical, publishing, and transportation industries.

**James E. Smith**, PhD, *J. B. Fuqua Professor of Business Administration*; BS, MS, and PhD (Stanford University)

Professor Smith’s research interests are primarily in the area of probabilistic modeling and decision analysis, focusing on issues associated with valuation and with modeling learning and flexibility. At Fuqua, Professor Smith teaches courses in probability and statistics, decision models, and decision analysis.

**Jack B. Soll**, PhD, *Associate Professor of Management*; PhD (The University of Chicago), MBA (The University of Chicago), BA (Carleton College, Minnesota)

Professor Soll’s area of expertise is the psychology of judgment and decision making. His current research looks at the strategies people use to collect and combine opinions, the inferences people make about their own and others’ expertise, and the psychological processes leading to overconfidence in judgment.

**Jing-Sheng Song**, PhD, *Professor of Operations Management*; BA (Beijing Normal University), MSc (Chinese Academy of Sciences), PhD (Columbia University)

Professor Song studies design and management of production and inventory systems and coordination mechanisms in supply chains. Her current work includes finding simple and effective inventory policies along a supply chain, measuring supplier performance in vendor-managed-inventory programs, inventory-service tradeoffs in Assemble-to-Order systems, as well as channel coordination issues arose in the Internet age. Professor Song’s research has been supported by National Science Foundation and has appeared in several leading academic journals such as *Management Science, Operations Research*, and *Manufacturing & Service Operations Management*. She serves on the editorial board of *Management Science, Operations Research, Manufacturing & Service Operations Management*, and *IIE Transactions*. Professor Song teaches operations and supply chain management.

**Richard Staelin**, PhD, *Edward and Rose Donnell Professor of Business Administration*; BS, MBA, and PhD (University of Michigan)

Prior to joining Duke’s faculty, Professor Staelin served as professor and associate dean at the Graduate School of Industrial Administration, Carnegie Mellon University. He was also a visiting professor at the Australian Graduate School of Management and at the University of Chicago. His professional activities include consulting work for both the public and private sectors, executive director of Marketing Science Institute, and publication of a book and over fifty journal articles. He was Fuqua’s associate dean for faculty for eight years and the editor of *Marketing Science* from 1995 to 1997. He was the initial managing director of Fuqua’s Global Executive MBA program and the managing director of the Siemen’s executive education programs. He was recently the winner of the AMA/Irwin Distinguished
Marketing Educator Award and the Converse Award. He has chaired numerous PhD committees. His students are now teaching at many of the top business schools around the world. Professor Staelin’s current research interests include information search, channel management, strategy formulation, and managerial decision making.

**Peng Sun, PhD, Professor of Decision Sciences; BE (Tsinghua University, Beijing China), PhD (MIT)**

Professor Sun research interests lie primarily in the areas of mathematical theories and models for resource allocation decisions under uncertainty and dynamic optimization, with applications in marketing, operations management, economics and finance. He serves an Associate Editor at *Operations Research*, and an Associate Editor at *Management Science*, two leading academic journals of the profession of Operations Research and Management Science. At the Fuqua School, he teaches MBA courses Decision Models and Strategic Modeling and Business Dynamics, and PhD course Dynamic Programming and Optimal Control.

**Robert Swinney, PhD, Associate Professor of Business Administration; BS (California Institute of Technology), PhD (University of Pennsylvania)**

Professor Swinney’s research focuses on multiple player problems in supply chain management with a particular concentration on the impact of customer behavior on firm decision making, social and environmental responsibility in supply chains, and the operations of start-up firms. His domains of expertise include retailing, manufacturing, and the automotive, apparel, and consumer electronics industries, and his work has been published in Management Science and Manufacturing & Service Operations Management. He teaches the core class on operations management in the daytime MBA program.

**Ramon Lecuona Torras, PhD, Assistant Professor of Business Administration; BA (Universidad Anahuac), MS (Harvard University), PhD (London Business School)**

Professor Torras’ research focuses on understanding how firms organize to innovate. More specifically, Ramon examines how firms decide which tasks to perform in-house and which to outsource and how these choices affect product innovation. Ramon’s work also covers the internal organization of the firm, namely the mechanisms by which internal structure shapes the aggregation of capabilities and incentives that reside across the business units of a corporation. The main empirical setting for Ramon’s work is the mobile communications industry. He also studies how firms from multiple industries organize its offshore operations. His work has been published in the *Strategic Management Journal*.

**Peter Ubel, MD, Madge and Dennis T. McLawhorn University Professor of Business Administration; BA (Carleton College), MD (University of Minnesota)**

Prior to joining Fuqua, he was Professor of Medicine and Professor of Psychology at the University of Michigan; a primary care physician at the Ann Arbor Veterans Affairs Medical Center; Associate Director of the Michigan Robert Wood Johnson Clinical Scholars Program; and Director of the Center for Behavioral and Decision Sciences in Medicine at the University of Michigan. Professor Ubel’s research explores controversial issues about the role of values and preferences in health care decision making, from decisions at the bedside to policy decisions. He uses the tools of decision psychology to explore ethical debates about topics like informed consent and health care rationing. Dr. Ubel has won many research awards, including a Presidential Early Career Award for Scientists and Engineers from President Clinton in 2000. He has written over one hundred scientific articles, and his research has been widely reported in the popular media. Dr. Ubel has significant experience in communicating his research findings to broad audiences on radio and television, including guest appearances on *Talk of the Nation, Fresh Air*, and *All Things Considered*.

**Felipe Varas, PhD, Assistant Professor of Business Administration; BA and MA (Pontificia Universidad Católica de Chile), PhD (Stanford University)**

Professor Varas’ research is in the areas of corporate finance, contract theory, and information economics. His current work focuses on the design of long-term contracts in the presence of myopic incentives, the role of asymmetric information on trading dynamics, and the determinants of the timing of information disclosure. He teaches Foundations of Corporate Finance and Corporate Finance Theory.

**Rahul Vashishtha, PhD, Associate Professor of Business Administration; BCE (Indian Institute of Technology), PhD (University of Pennsylvania)**

Professor Vashishtha’s research focuses on the determinants of disclosure and its economic consequences, executive compensation, and the role of information in asset pricing. His recent work examines how firms’ disclosure policies get jointly determined along with capital structure. He teaches financial accounting.
Mohan Venkatachalam, PhD, R.J. Reynolds Professor in Business Administration; BCom (Vivekananda College, India), ACA (The Institute of Chartered Accountants of India), PhD (University of Iowa)

Before joining the faculty at Duke University, Professor Venkatachalam taught at the Graduate School of Business, Stanford University. Professor Venkatachalam’s teaching interest is financial accounting. He has published research papers on a wide range of topics in valuation, nonfinancial performance measures, accounting disclosures, derivatives and corporate governance. His most recent work involves the role of verbal and nonverbal managerial communication in financial markets. He is an Editor of the Accounting Review and serves on the Editorial Board of Review of Accounting Studies and Contemporary Accounting Research.

Dan Vermeer, PhD, Associate Professor of the Practice and Executive Director of the Center for Energy, Development, and the Global Environment (EDGE); MA (University of Virginia), PhD (Northwestern University)

Dr. Vermeer teaches graduate classes at The Fuqua School of Business and the Nicholas School of the Environment, directs research projects, and consults with leading companies and organizations including Bank of America, UN Global Compact, and the Sustainability Consortium. In addition to his center responsibilities, Vermeer is a lead partner in Duke’s Corporate Sustainability Initiative and is a widely-recognized speaker to executive and public audiences.

Dr. Vermeer plays a leading public role in advocating for business sustainability through speaking, research, and institution-building. He is the founder and chief architect of the Global Water Challenge, a multi-partner organization for innovative water and sanitation initiatives, coauthor of the CEO Water Mandate (signed by more than fifty Fortune 500 companies), and lead contributor to several policy documents issued through the World Economic Forum, World Business Council for Sustainable Development, and the United Nations Foundation.

S. Viswanathan, PhD, F.M. Kirby Professor; BS and MMS (University of Bombay), PhD (Northwestern University)

Professor Viswanathan teaches corporate finance and corporate restructuring. His current research interests are in the areas of bankruptcy law and market architecture. His prior research has been in the areas of corporate finance, non-linear asset pricing, and market microstructure and has been published in the Journal of Finance, Review of Financial Studies, the Journal of Business Journal of Business Economics, and Statistics and Journal of Finance and Quantitative Analysis.

Kimberly A. Wade-Benzoni, PhD, Associate Professor of Business Administration; BS (Cornell University), MS and PhD (Northwestern University)

Professor Wade-Benzoni is an internationally recognized leading scholar in the area of intergenerational decision making and she has received numerous competitive awards for her research from organizations such as the International Association for Conflict Management, State Farm Companies Foundation, the US Environmental Protection Agency, and the National Science Foundation. Her research on intergenerational decisions, ethics, and environmental issues has been published in leading management and psychology journals including the Academy of Management Journal, the Academy of Management Review, Business Ethics Quarterly, the Journal of Applied Psychology, the Journal of Experimental Social Psychology, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Review, Psychological Science, Research in Organizational Behavior, and others. She is coeditor of the book, Environment, Ethics, and Behavior: The Psychology of Environmental Valuation and Degradation and coeditor of a special issue of American Behavioral Scientist on environmental issues. Her teaching expertise includes a variety of management core and elective courses such as organizational behavior, ethics, negotiations, and power & influence.

Yehua Wei, PhD, Assistant Professor of Business Administration; BA (University of Waterloo), PhD (Massachusetts Institute of Technology)

Professor Wei’s primary research interests lies in the area of operations research. His specific research interests include the benefit and design of limited resource pooling, supply chain risk mitigation, and decision making under uncertainty. He has conducted research in both theoretical and application domains. He teaches Spreadsheet Modeling and Decision Analysis.

Robert L. Winkler, PhD, James B. Duke Professor of Business Administration; BS (University of Illinois), PhD (University of Chicago)

Prior to joining the Duke faculty, Professor Winkler was at Indiana University, and he has held visiting positions at the University of Washington, the International Institute for Applied Systems Analysis, Stanford University, and INSEAD. He served as senior associate dean for faculty and research at Fuqua for six years. His primary research
interests involve Bayesian statistics, decision analysis, risk assessment, and probability forecasting. Professor Winkler is the author of numerous research articles and books, has served on the editorial boards of several journals, and was awarded the Ramsey Medal for Distinguished Contributions to Decision Analysis.

**Youfei Xiao, PhD, Assistant Professor in Accounting; BS (University of Waterloo), PhD (Stanford University)**

Professor Xiao’s research interests are: empirical models of analyst behavior explicitly linked to a formal theory; corporate governance, with a focus on the interaction between business law and corporate finance; and estimation of sequential-move games with incomplete information. She will teach Introduction to Financial Accounting.

**Ming Yang, PhD, Assistant Professor of Business Administration; BA (Nanjing University), PhD (Princeton University)**

Professor Yang’s research interests are corporate finance, microeconomic theory, and applied theory. His current work focuses on the interplay between security design and information acquisition in entrepreneurial finance and the role of information in supporting coordination. He teaches Foundations of Capital Markets and Corporate Finance Theory.

**Paul H. Zipkin, PhD, R.J. Reynolds Professor of Business Administration, Emeritus; BA (Reed College), MS (University of California), PhD (Yale University)**

Professor Zipkin taught operations. His research investigates the design and operation of production and distribution systems and their analogues in service industries. He has written numerous scholarly articles and serves on the editorial boards of several journals. He coedited a book, *Logistics of Production and Inventory*, and his most recently published book is *Foundations of Inventory Management*. 
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