



HARBERT

COLLEGE OF BUSINESS





TOP EMPLOYERS who hire our students

49/FINANCIAL

Deloitte.

amazon

DHL
Supply Chain

Chick-fil-A

Enterprise Mobility™

EY

Goldman
Sachs

GP
Georgia-Pacific

J.B. HUNT

LOCKHEED MARTIN

KPMG

Morgan Stanley

Northwestern
Mutual

MAERSK

pathward

NS
NORFOLK SOUTHERN

pwc

TRUIST

REGIONS

TTI Techtronic Industries

THE HOME
DEPOT

WELLS
FARGO

HARBERT

INSPIRES EXCELLENCE

OVER
90%
of students
graduate with
real-world
experience

86%
of our graduates
are placed within
6 MONTHS
of graduating

The **AVERAGE STARTING SALARY**
for a **HARBERT BUSINESS GRAD** is **61k**

400+
CORPORATE
PARTNERS



AACSB
ACCREDITED

The Harbert College of Business is
accredited by the Association to Advance
Collegiate Schools of Business



Success Starts @HARBERT

Student Success Team

Our student success team, comprised of academic advisors, program champions and the Office of Professional and Career Development, works in tandem to create a college-wide ecosystem of career and professional support.

Academic Advisors

- Work with students throughout their entire undergraduate journey to help them understand their academic requirements
- Guide students on their academic options based on their professional interests
- Ensure students' chosen options keep them on track for degree completion

Program Champions

- Seasoned industry professionals who mentor students at the upper division on their chosen career path
- Coach students on securing internships and other real-world experience opportunities

Office of Professional and Career Development

- One-stop shop for professional development
- Resume building
- Mock interview practice
- LinkedIn assistance
- Career coaching

Graduate with four years of career and professional development!

To achieve an exceptional student experience, the Harbert College of Business has embedded four years of career and professional development into our curriculum. By focusing on career exploration and self-discovery in their foundational career courses, students build their professional experiences early. Within each major, students engage with renowned faculty and career experts to help guide them in their field of interest and connect them to employers and alumni mentors.



FRESHMAN

BUSI 1010 - INTRODUCTORY AND EXPLORATORY

- Career and personality assessments
- Understanding and choosing majors
- Career path definition and planning
- Exploration of student organizations at Auburn



SOPHOMORE

BUSI 2010 - PRACTICAL APPLICATION AND INTERNSHIP PREPARATION

- Professional tools like resumes, LinkedIn, cover letters
- Interviewing and networking strategies and practice
- Professional and dining etiquette
- Strengths assessment



JUNIOR

CAREER EXPLORATION

- Taught by industry experts in your major
- Mastery of professional tools
- Professional insight into careers
- In-class employer engagements



SENIOR

BUSI 4010 - ETHICAL LEADERSHIP

- Taught by campus and business leaders
- Communication and personality assessments
- Career leadership certification (certification upon completion)



The Harbert College of Business is home to over 26 student organizations, including honor societies, associations and clubs. These groups enrich the educational experience and offer leadership opportunities to bolster students' resumes. **Scan the QR code for a complete list of student organizations.**

Business Majors

Whether you're an incoming freshman or transferring to the Harbert College of Business — welcome to the start of your business career! Our undergraduate business degrees will provide you with widely applicable skills that lay the foundation for success across numerous disciplines and industries.



**Explore
Pre-Business
Curriculum**

Which Business Major is Right for You?



Admission to Auburn University includes direct admission to the Harbert College of Business. As an incoming freshman, you will be admitted to our pre-business curriculum, providing the opportunity to explore all business majors before selecting your area of focus.

ACCOUNTING



INFO VIDEO

► **Meet the Firms**

The School of Accountancy has over 100 opportunities to engage with employers each semester.



CAREER PATHS

Auditor
Tax Accountant
Forensic Accountant
Financial Analyst
Consultant
Cost Accountant
Controller

Accounting

Accounting is known as the “language of business” because it drives decision-making across all organizations. At Auburn’s School of Accountancy, students gain a strong foundation in accounting principles, data analytics, and critical thinking skills – preparing them for today’s technology-driven professional services landscape. The curriculum emphasizes practical application, CPA Exam readiness, and engagement with industry professionals—empowering graduates to become leaders in top firms.



85%
CPA EXAM
PASS RATES
 consistently ranked
 higher than the
 national average
 of **49%**

96%
 of our students
 are placed within
6 MONTHS
 of graduation

Industry Partners

The School of Accountancy and Beta Alpha Psi student organization are proud to have a strong employer group present on campus. These professional partners are committed to recruiting Harbert students for internships and full-time jobs.



BUSINESS ADMINISTRATION

► **Harbert Career Fair**

The Harbert Career Fair is hosted each semester with over 70 employers in attendance.



Business Administration

The business administration major offers the most flexible degree path in the college, allowing students to tailor their coursework to align with personal career goals. With hands-on experience in key areas such as accounting, marketing, business analytics, finance and management, students gain a strong foundation of technical skills and practical knowledge that prepares them for immediate impact in the workplace or further graduate study.



CAREER PATHS

Operations Supervisor
Project Manager
HR Manager
Organizational Development
Start-Up Manager
Support Coordinator
Organizational Behavior Analyst

18 CREDIT HOURS
 of business
 electives allow
 students to tailor
 their curriculum

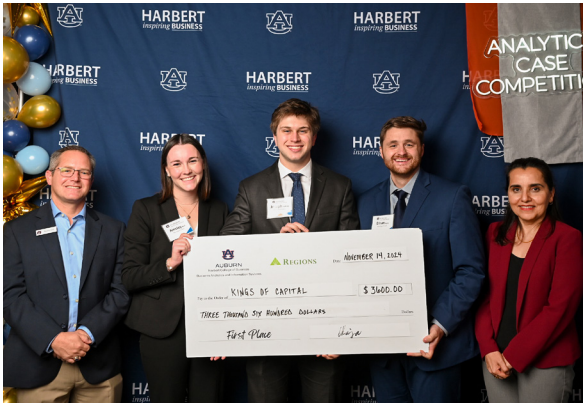


INFO VIDEO

BUSINESS ANALYTICS



- **Business Analytics Student Poster Competition**
Student case competitions provide a platform for participants to demonstrate their skills, gain recognition and compete for monetary awards.



Business Analytics

The business analytics major prepares students for rewarding careers by equipping them with the skills to manage and analyze data effectively. Students gain hands-on experience with cutting-edge technologies such as artificial intelligence (AI), data science programming, relational and non-relational databases, visualization tools, statistical software and cloud computing platforms. Students can customize their learning journey by choosing electives such as Introduction to Artificial Intelligence and Data Visualization. Harbert is investing in a state-of-the-art data immersion lab giving students a hands-on learning experience.

CAREER PATHS

Data Analyst
Data Analyst Manager
Business Intelligence Analyst
Business Analyst
Analytic Consultant
Data Scientist

INDUSTRY-RELEVANT TECHNOLOGIES



INFO VIDEO

FINANCE



INFO VIDEO

- ▶ **Financial Leadership Center**
Harbert provides students with multiple avenues to establish professional connections and expand their industry network.



Finance

The finance major provides students with a comprehensive foundation in key areas such as corporate finance, financial institutions and markets, and investments. Designed to equip students with the knowledge, techniques and skills necessary for success in finance-related careers, the curriculum emphasizes financial analysis, strategic forecasting and decision-making. Students gain practical experience through courses that develop proficiency in evaluating financial statements and understanding the drivers of financial strategy.

CAREER PATHS

Corporate Finance

**Investment Banking/
Private Equity**

**Financial Institutions/
Banking**

**Financial Planning
and Advising**

**Wealth and Asset
Management**

Real Estate

RELEVANT MINORS

- ▶ **Accounting**
- ▶ **Business Analytics**
- ▶ **Information Systems**
- ▶ **Real Estate
Development**

100% **SENIOR EMPLOYMENT RATE and
JUNIOR INTERNSHIP PLACEMENT**
for FINANCIAL MANAGEMENT ASSOCIATION (FMA) MEMBERS

Finance Organizations Provide Hands-On Experiences:

- ▶ **The Financial Management Association Honor Society** supports top students pursuing careers in investment banking, asset management and trading. The program features a 12-credit curriculum, management of a \$630,000 student fund and award-winning case competition experiences.
- ▶ **The Auburn Finance Society** supports students pursuing careers in wealth management, trading and financial institutions through faculty-led tracks, guest speakers, certifications and company visits. Members also engage in SIE exam prep and job simulations.

INFORMATION SYSTEMS MANAGEMENT



INFO VIDEO

► **Elevated Exchange**

Harbert provides students with multiple avenues to establish professional connections and expand their industry network.



▶ Students visit Microsoft's corporate offices in Atlanta, Georgia.

Information Systems Management

The information systems management major prepares students to lead organizational change by improving business processes and developing innovative digital solutions. The curriculum emphasizes technical skills in areas such as artificial intelligence, data security and information risk, while providing hands-on experience with essential IT components including hardware, software, databases and networks. Students learn to leverage technology to solve business problems and enhance organizational performance.

15%
PROJECTED
GROWTH for job
field through 2033



CAREER PATHS

Business Analyst
Systems Analyst
Information Security Analyst
Database Administrator
Systems Administrator
Cybersecurity Analyst
Project Manager
Risk Assurance Associate
Risk Advisory Consultant
Technology Risk Consultant
Product Owner
IT Specialist

INDUSTRY-RELEVANT TECHNOLOGIES



ELECTIVES

Analytics
Project Management
Cybersecurity
Machine Learning
Application Development

MANAGING THE

INFO VIDEO

► The Innovation Lab
Harbert has many entrepreneurial competitions including Auburn Ideas Jam and Tiger Cage, hosted by:



MANAGING THE

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INFO VIDEO

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Management

The Department of Management and Entrepreneurship's management major develops leadership, communication and strategic thinking skills. Students build a foundation in organizational behavior and human resources, then specialize through focused management minors.

CAREER PATHS

Project Management
Operations Manager
Human Resource Manager
Founder/CEO
Management Consultant
Sales/Account Manager
Training and Development
Business Owner

8%
PROJECTED
GROWTH in job
 field through 2033



Management Students are Required to Choose One of the Below Minors:

► Entrepreneurship

The Entrepreneurship minor provides practical skills in our entrepreneurship program that will prepare students for their career after college. Depending on the coursework chosen, students will leave with tangible skills ranging from financial modeling, pitch deck development, sales, business planning, online marketing and more.

► Human Resource Management

The Human Resource Management program is academically aligned with the Society for Human Resource Management (SHRM) and the curriculum exposes students to the major functions of HR.

► Organizational Development & Change

Management and human capital consulting is an ever-growing field and the Organizational Development and Change program serves as a mechanism to build leaders that are equipped to solve problems from a strategic and global perspective.

MARKETING

NRF FOUNDATION NEW YORK STUDENT PROGRAM 2025



INFO VIDEO

NRF Foundation New York Student Program

Marketing students enjoying an experiential learning opportunity led by Harbert faculty at the National Retail Federation in NYC.



Marketing

The marketing major immerses students in a dynamic curriculum that combines foundational marketing tools with specialized courses in areas such as sports and entertainment marketing, customer relationship management and digital strategies. This comprehensive approach prepares students to apply real-world marketing techniques and stay ahead of industry trends.

3 INDUSTRY CERTIFICATIONS

- ▶ Hubspot Content Marketing
- ▶ Hubspot Social Media Marketing
- ▶ Semrush SEO Principles

CAREER PATHS

Account Management
Product and Brand Management
Business Development and Sales
Digital Marketing
Marketing Strategy and Management
Retailing
Customer Insights and Analytics

INDUSTRY SKILLS

Social Media and Digital Marketing
Business-to-Business Sales
New Product Development
Marketing Analytics
Advertising
Strategic Marketing Management
Salesforce

OVER
80%
of our students
are placed within
6 MONTHS
of graduation

SUPPLY CHAIN MANAGEMENT



INFO VIDEO

- ▶ Air Cargo Facility at Hartsfield-Jackson International Airport
Through company visits, students gain first-hand insights and applied knowledge in professional settings.

Supply Chain Management

Supply chain management involves planning and executing the flow of goods and services, including logistics, inventory, transportation, manufacturing and risk management—all essential to business success. Harbert's curriculum provides end-to-end training while developing decision-making, project management and teamwork skills for careers in the field.

Practical Applications:

- Internships
- Study Abroad
- Case Competitions
- Consulting Projects
- Professional Organization Memberships
- Conference Attendance
- Industry Tours

CAREER PATHS

Operations Manager
Transportation Analyst
Purchasing Manager
Demand Planner
Logistics Analyst
Supply Chain Consultant

INDUSTRY-RELEVANT TECHNOLOGIES



100%
of SCM students
participate in
INTERNSHIPS

#14 **RANKED**
BY USNWR'S
undergraduate supply chain
management program
among public universities
(2025 US News & World Report)

Industry Partners

The Supply Chain Management Department and the Center for Supply Chain Innovation maintain strong employer partnerships to connect Harbert students with internships and career opportunities.





Set yourself apart by taking advantage of Harbert Global's numerous study abroad opportunities. Students can choose from fall, spring or summer programs ranging from one to twelve weeks abroad, with activities that may include classroom courses, business meetings, service projects, consulting/internships and opportunities to experience the history and culture of the host country. All programs are taught in English and led by Auburn University faculty and staff.

While abroad, participants develop strong relationships with other members of the Auburn Family, establishing and enhancing personal and professional networks. They also return from our international programs with highly coveted career-enhancing skills, including:

- Adaptability
- A Global Mindset
- Cross-Cultural Communication Skills
- Cultural Awareness
- Leadership Skills
- Personal Independence
- Problem-Solving Skills
- Resilience
- Self-Confidence





Explored Destinations

- The Czech Republic
- England
- France
- Germany
- Ireland
- Italy
- The Netherlands
- Spain

Program Durations

- Short-term (7-10 day) programs
- Half and full summer programs
- Full semester exchange programs



MORE INFO
aub.ie/hcobglobal

Study Abroad Options

- Embedded programs (tied to an Auburn class)
- Complete core and elective business classes
- Complete an international business minor
- Complete a business minor (for non-business majors)
- Consulting projects/internships
- Complete classes at a partner institution for Auburn transfer credit





A Harbert College of Business degree is one of the smartest investments you can make in your future. We are committed to helping you maximize your return. Find everything you need to know about tuition, fees, scholarships and financial assistance, by scanning below.



MORE INFO

770+ STUDENTS
are awarded scholarships annually

\$1.65 MILLION
awarded in scholarships annually

JOIN THE AUBURN **FAMILY**

OVER 250,000 STRONG

WAR EAGLE



AUBURN

Harbert College
of Business

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