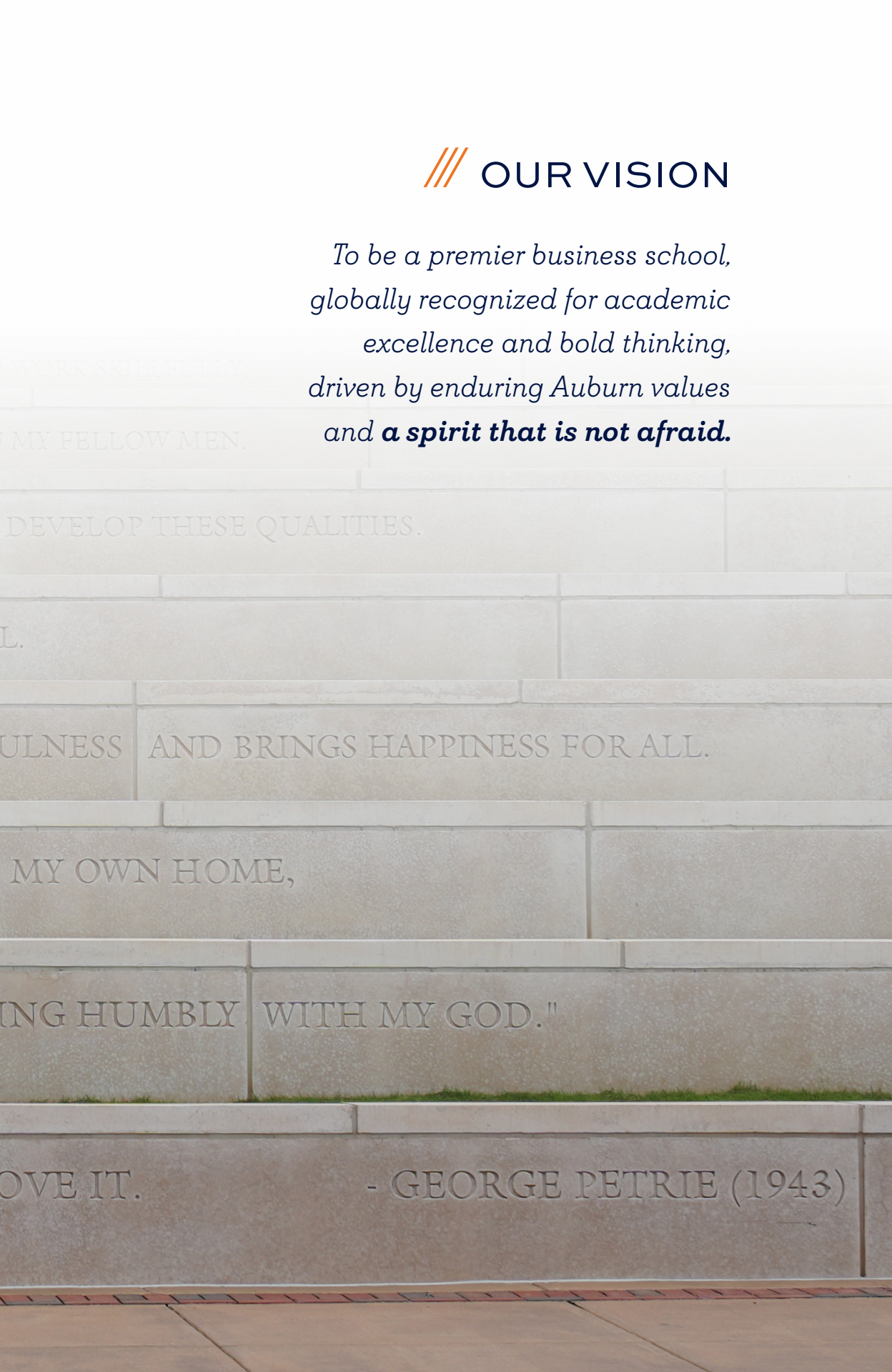
HARBERT

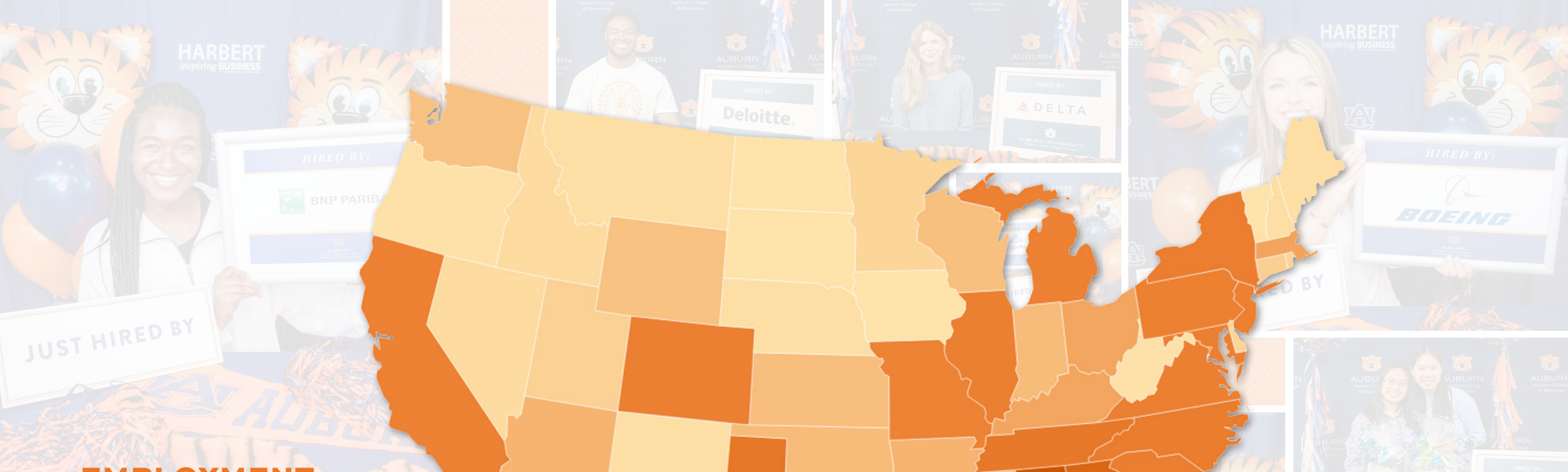
COLLEGE *of* BUSINESS





OUR VISION

To be a premier business school, globally recognized for academic excellence and bold thinking, driven by enduring Auburn values and ***a spirit that is not afraid.***



EMPLOYMENT AND INTERNSHIP LOCATIONS

2020-2025

TOP EMPLOYERS *who* HIRE HARBERT

49 | FINANCIAL
Deloitte.
EY
GP Georgia-Pacific
KPMG
MAERSK
pathward®
pwc
THE HOME DEPOT
amazon
DHL Supply Chain
Goldman Sachs
J.B. HUNT
Morgan Stanley
TRUIST
NORFOLK SOUTHERN
REGIONS
Chick-fil-A
Enterprise Mobility™
LOCKHEED MARTIN
Northwestern Mutual®
TTI Techtronic Industries
WELLS FARGO

HARBERT
INSPIRES EXCELLENCE

MORE THAN
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

Auburn University is an equal opportunity educational institution/employer.



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 academic, career and professional support.

Academic Advisors

- Advise students on academic requirements and degree completion pathways
- 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 Auburn student organizations*

SOPHOMORE

BUSI 2010 - Practical Application and Internship Preparation

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

JUNIOR

Career Exploration

- *Taught by industry experts in each 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*
- *Ethical leadership certification*

DISTINCTLY HARBERT

Harbert's AI Advantage

The Harbert College of Business is integrating artificial intelligence to advance business, research and education. As AI reshapes industries through data analysis, predictive insights and innovative problem solving, Harbert faculty and students are applying their technical training and critical thinking to use emerging technologies in ways that create meaningful impact across business disciplines.

Through research, classroom integration and industry partnerships, the college is using AI to strengthen decision making, improve operational strategy and prepare students to lead in a data-driven economy. Across fields such as analytics, finance, information systems and supply chain management, Harbert is creating a forward-thinking environment where technology and business expertise come together to address real-world challenges.

AI Literacy for all Harbert Students

- Prompt Engineering Basics
- Machine Learning Concepts
- AI Business Application

Advanced Coursework

- Analytics Using GenAI
- Machine Learning and Predictive Modeling
- AI Governance and Risk Management
- AI in Finance

Learn more about AI at Harbert





Data Immersion Lab

The Data Immersion Lab gives students and faculty the opportunity to experience larger datasets in a multidimensional environment.



World-class Facilities

Gavin Terrace

Located atop Horton-Hardgrave Hall, the Gavin Terrace provides students with an inviting outdoor space to study, gather and connect. With covered seating and views of Jordan-Hare Stadium, the rooftop terrace is also a popular setting for college events, networking opportunities and time with the Auburn Family.

Team Rooms

Located throughout Lowder Hall and Horton-Hardgrave Hall, Harbert's 20 team rooms provide students with private, reservable spaces for studying, meeting and collaborating. Available to reserve online, these rooms are popular for exam preparation, group projects, presentations and team meetings.



Team Rooms



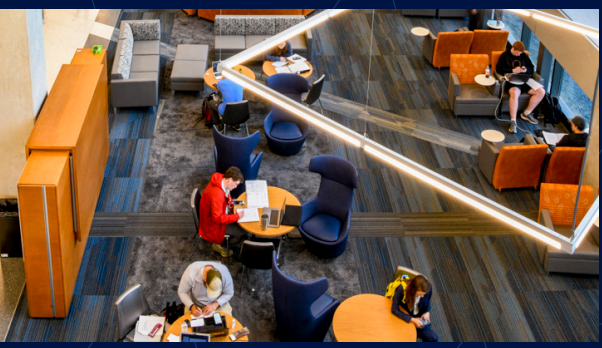


Financial Leadership Center

The Financial Leadership Center features two specialized computer labs designed to give students hands-on experience with state-of-the-art, industry-relevant technology. The labs include Windows desktops with ultra-wide monitors, Bloomberg terminals, a pitch table, a conference room and collaborative workspaces. Classes are regularly held in the labs, allowing students to apply what they learn using the same tools found in today's financial industry. Students also have 24/7 access to the facilities using their Tiger Card.

Data Immersion Lab

Located on the ground floor of Lowder Hall, this state-of-the-art lab offers a multidimensional interactive experience in data analytics, AI, machine learning and business intelligence, effectively bridging theoretical concepts with practical application.



HHH Atrium



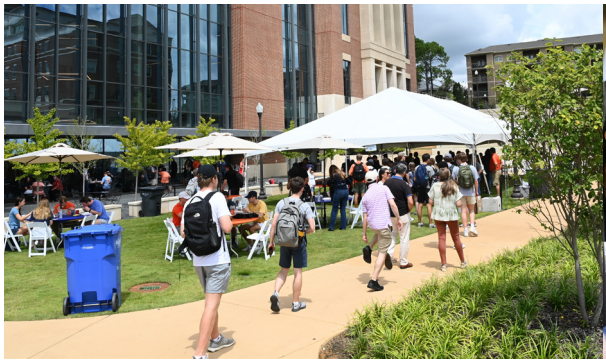
Innovation Lab

DISTINCTLY HARBERT

STUDENT ORGANIZATIONS











Get Involved

The Harbert College of Business is home to more than 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



Meet the Firms

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

INFO VIDEO



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%**



CAREER PATHS

Auditor
Tax Accountant
Forensic Accountant
Financial Analyst
Consultant
Cost Accountant
Controller

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

#18
RANKED BY USNWR'S
undergraduate accounting program among public universities
(2026 US News & World Report)

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 more than 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 Competitions

Student case and poster 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 students can experience hands-on learning in our state-of-the-art data immersion lab.

CAREER PATHS

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

INDUSTRY-RELEVANT TECHNOLOGIES

tableau

Power BI

SQL

python™

RStudio®

Open for Innovation KNIME

sas viya

INFO VIDEO



Harbert Investment Center

The Harbert Investment Center provides students with a dedicated space to practice their pitches and prepare to compete—and win—on an international stage. Harbert students have earned four first-place finishes in national competitions against top-tier programs, including Northwestern, UPenn, Cornell and Chicago.

INFO VIDEO



Finance

The curriculum emphasizes the principles, tools and practices of finance, preparing students to analyze financial information, assess economic and business conditions and make informed financial recommendations or decisions in a variety of organizational settings. Through coursework and experiential learning, students develop quantitative, analytical and problem-solving skills while gaining an understanding of the role of finance in creating and managing value.

CAREER PATHS

Corporate Finance

Financial Advising and Wealth/Asset Management

Financial Institutions and Banking

Investment Banking and Private Equity

Real Estate

Trading/Options/Futures

RELEVANT MINORS

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

$1.1 MILLION Auburn Student Investment Fund

ASIF is a student-managed fund that provides students with practical experience in valuation techniques, equity research and risk management, achieving superior returns.

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 and management of the ASIF.
- **The Auburn Finance Society** supports students pursuing careers in derivatives trading, financial institutions/banking and wealth management through faculty-led tracks, speaking engagements, certifications (such as SIE exam prep) and immersive experiences (such as company visits, job simulations and internship connections).
- **Winchester Real Estate Club** supports the professional, educational and social development of students interested in real estate by providing opportunities to connect with peers, engage with industry professionals and explore careers in the field.

INFORMATION SYSTEMS MANAGEMENT



Elevated Exchange

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

INFO VIDEO



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

U.S. BUREAU OF LABOR STATISTICS

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

C# python™ SQL Linux™ Power BI

ELECTIVES

- Analytics
- Project Management
- Cybersecurity
- Machine Learning
- Application Development



INFO VIDEO

The Innovation Lab

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

Lowder Center for Entrepreneurship

new venture accelerator



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/Owner
Management Consultant
Sales/Account Manager
Training and Development

8%
PROJECTED GROWTH in job field through 2033

#22 RANKED BY PRINCETON REVIEW undergraduate entrepreneurship program among public universities *(2026 Princeton Review)*

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

- **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 Minor** 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 Minor** serves as a mechanism to build leaders that are equipped to solve problems from a strategic and global perspective, in the ever-growing field of management and human capital consulting.

MARKETING



NRF Foundation New York Student Program

Marketing students can access experiential learning opportunities led by Harbert faculty, such as the National Retail Federation event in NYC.

INFO VIDEO



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.

4 INDUSTRY CERTIFICATIONS & APPLICATIONS

- Hubspot Digital Marketing
- Semrush SEO Essentials
- Salesforce
- Adobe Express

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

STUDENT COMPETITIONS

- Selling with the Bulls
- National Collegiate Sports Sales Competition
- National Retail Foundation Case Competition

SUPPLY CHAIN MANAGEMENT



Air Cargo Facility at Hartsfield-Jackson International Airport

Through company visits, students gain first-hand insights and applied knowledge in professional settings.

INFO VIDEO

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

SAP
McLeod Software
Power BI
+ableau

100%
of SCMN students participate in **INTERNSHIPS**

#15 **RANKED BY USNWR'S**
undergraduate supply chain management program among public universities
(2026 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.

HARBERT GLOBAL



Study Abroad

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.

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 and self-confidence.

MORE INFO
aub.ie/hcobglobal







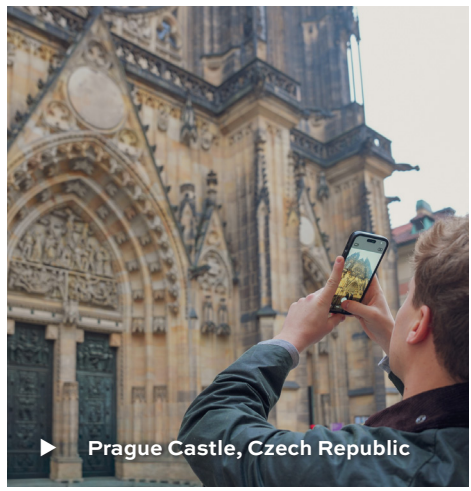
Destinations may include:

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

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
- Week-long to full-semester programs offered





FINANCIAL AID



Your future begins @HARBERT

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

825+ STUDENTS
are awarded scholarships annually

$2 MILLION
awarded in scholarships annually

JOIN THE AUBURN

FAMILY

OVER 250,000 STRONG

WAR EAGLE


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of Business
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