

Spotlight

Sky's the Limit

Auburn University College of Business, Auburn University, Alabama

The schools of business and engineering have long had a close relationship at Auburn University. In 2000, the university made it official. First, it established its Business and Engineering Outreach (BEO), a partnership that merged the two colleges' distance education, executive education, and degree and nondegree courses. Second, it elevated its aviation program, the second-oldest certified aviation program in the U.S., to department status, forming the Department of Aviation Management and Logistics. The program, which had been part of the college of engineering since 1941, was incorporated into the business school in 1999.

Both actions illustrate one of the unique aspects of Auburn's business program, says John Jahera, the interim dean for the College of Business. "We have a strong working relationship with our college of engineering, which has experienced a growing demand for business training over the years. We have a joint minor in business and engineering technology now in its third year," he says.

The business school serves 4,260 undergraduates and 530 graduates. More than 200 undergraduates major in its aviation management program. Students who plan to be pilots can pursue a curriculum in flight management, which incorporates access to 14 airplanes and offers three flight certifications. Or, students interested in working for the airline industry can pursue a curricu-



Above left: A Cessna-172 from Auburn's aviation program flying over campus. Above: Auburn's most recognizable landmark Samford Hall, a 114-year old structure that serves as the university's administrative building. Left: The Edward L. and Catherine K. Lowder Business Building, completed in 1992.

lum in aviation management. The degree program, says Jahera, "draws more students from out of state than any other at the business school."

The College's specialized programs include not only aviation management, but also a distance learning MBA, MACC and MMIS programs, and a newly established undergraduate major in entrepreneurship and family business. The school also offers a Physicians Executive MBA for physicians who wish to pursue upper management positions in health care, and a customized MBA program for employees of Minneapolis-based Jostens Inc., a provider of class rings, yearbooks, and graduation products.

Jahera notes that the College's

role as a resource for the professional community is one of its central strengths and is something on which the school hopes to build. "We would like to increase the size of our doctoral program in management, as well as enhance our MBA programs," he says. However, he adds that the school would like to decrease the size of its undergraduate class in future years to maintain the quality of the educational experience the College provides. "We're facing tremendous undergraduate demand," he says, "and plan to reduce our enrollment for next fall."

Auburn University College of Business is accredited by AACSB International. 